

**APPENDIX:**

**Research on The Adoption Intention of Cold Chain Prepared Dishes Based on Consumer Brand Positioning Mentality**




**Part I: Investigation of value perception of prepared dishes**

Number	Content	Completely disagree	Don't quite agree	Be indifferent	Basic agreement	Fully agree
1	When it comes to cold-chain prefabricated dishes, I more approve of the enterprises specializing in the production of ready-to-eat, hot, cooked and prepared cold chain dishes					
2	I think that compared with all kinds of brands, cold chain manufacturers must have deep strength, in the brand image, the types of prepared dishes have a good reputation					
3	For the ingredients contained in cold chain prefabricated dishes, the higher the recognition of origin, the easier it will attract my attention and enhance the value of the prefabricated dishes to a greater extent					
4	In general, portions of each type of food in cold chain prepared dishes need to be adequate without feeling inadequate					
5	I think smell and taste experience is more important to ensure that the prepared dishes have sensory features such as color, fragrance and beauty					
6	If the raw material of the prepared dish includes the main ingredient and the auxiliary ingredient, the taste of the main ingredient plays a crucial role in the quality of the whole dish					
7	The company can provide better cold chain logistics distribution services, including cold storage facilities, logistics management, distribution environment, etc					
8	The fresh-keeping method and fresh-keeping way of food during transportation are very satisfactory, which can ensure the consistency of the prepared food from warehouse to home					

9	If you buy this combination of ready-made dishes, you can basically serve them in about 10 minutes during the cooking process					
10	After estimating the cost of raw materials, packaging, logistics and so on, the price of prepared dishes is more cost-effective than that of other ways					
11	The same type of ready-to-cook food, the market has a large choice of enterprises, even the same brand has different tastes					
12	At present, there are many different brands of the same kind of prepared dishes, and high awareness of product quality protection and service is a very important factor for prepared dishes					
13	In the process of food logistics transportation, packaging damage, sealing degree is not enough, material is not up to standard, poor breathability and other situations are easy to happen					
14	In the process of food transportation, due to refrigeration equipment, personnel operation, loading mode and other reasons, the temperature of cold chain prefabricated vegetables changes several times					
15	From raw material collection to finished product packaging, from origin delivery to receiving and refrigerating, the loss degree of prefabricated vegetables in each link should be minimized					
16	When buying cold chain prepared food, I consider the warranty period from the production date, current date, cook date and so on					
17	Food processing technology plays a very important role in the quality, preservation, safety and nutrition of cold chain prepared vegetables					
18	You will pay more attention to the surrounding environment, indoor environment, transit environment and storage environment of cold chain prepared vegetables					
19	Recognized enterprises adhere to the 'quality above all' brand awareness, through continuous, stable product quality and brand innovation					
20	Prepared food should not only develop the advantages of culinary heritage and supporting advantages of prepared food industry chain, but also establish brand awareness					
21	At present, with abundant material products, brand loyalty also needs to accommodate more contemporary and fashionable elements, and further explore, package and export characteristic symbols of gourmet food					

22	The core of cold chain logistics transportation is to grasp the freshness of prefabricated dishes and the high efficiency and low consumption in the process of refrigeration and freezing transportation. The quality of the whole brand is very important					
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**Part II Cold chain prepared dishes**

	Sauerkraut fish	Stewed beef brisket with tomato	Huangpi fish balls
appearance			
Prepared dishes	Ready-to-cook	Ready-to-cook	Instant heat
price	209.0 yuan	86.8 yuan	29.9 yuan
Gross weight of commodity	0.7kg	0.73kg	1.2kg
Net content	0.45kg	0.58kg	0.18kg
Category	Snakehead	Vegetables, beef	Fish
Source type	Freshwater	Grassland	Fresh water
Cooking advice	Cook vegetables	Ready-to-eat with heat	Ready-to-eat with heat
Place of origin	Guangdong Province	Pinggu Beijing	Huangpi Hubei
Domestic/imported	China Mainland	China Mainland	China Mainland
Storage condition	Freeze below -18°C	Deep cold (below -18°C)	Refrigerate at 0°C to 4°C, do not freeze
Shelf life	12 months	9 months	Refrigerate for 7 days
specification	1. Snakehead fillet 250g* 1bag 2. Pickled Cabbage 100g* 1bag 3. Golden soup package 100g*1 bag	tomato, water, prepared beef, tomato sauce, chickpeas, tomato sauce, vegetable oil, seasonings and other fresh	fish, fresh fish soup, egg white, salt, monosodium glutamate, starch, cooked lard, ginger, scallion, white pepper

Number of eaters	1-3 person	Serves 2-3 people	1-3 person
Place of origin	1. Zhaoqing, Guangdong (Fillet) 2. Zigong (Pickled Cabbage + Golden Soup)	1. Xinjiang (Tomato) 2. Inner Mongolia (Beef) 3. Qinghai (Chickpea)	1. Wuhan, Hubei (Silver carp reared in lake)
Food characteristics	<p>First option: Select natural hillside mustard, planted in mountain spring water, raise for 90 days, the mustard meat is thick but not old, harvest only once a year.</p> <p>Two drying: fresh mustard collected after fresh cleaning and drying.</p> <p>Third fermentation: secondary Lactobacillus fermentation process, Sichuan local curing and fermentation, Laotan soak for 220 days.</p> <p>Four collocation: with sour radish, small yellow ginger and two Jingzhe stir-fry.</p>	<p>Ingredients traceable: 0&amp; added preservative, 5 minutes to heat ready to eat.</p> <p>Grain-fed beef: Select beef brisket, visible large meat, fresh and tender.</p> <p>Tomato: Select tomato sauce, fragrant sand waxy, sweet and sour delicious, slowly lycopene.</p> <p>Oyster sauce, white vinegar, low sodium salt: 0&amp; added preservatives</p>	<p>live fish meat: lake ecological flower silver carp, a catty fish only take a number of two tender fish tail</p> <p>Fish soup filling: Fish soup cooked on the day, adding flavor</p> <p>Handmade, freshly made, freshly made fish soup of the day</p> <p>Thousands of times: hand-chopped stuffing; To beat repeatedly; Countless times: Squeezing pills from the jaws of a tiger</p> <p>Fish soup boiling: fresh Q shot</p>
Packing form	box	plain	Simple package (fresh short guarantee, nitrogen lock fresh package)

How do you obtain information about these two prepared vegetables?

Content	<b>Get prepared food product information</b>					
Mode of knowledge	1. Television advertising <input type="checkbox"/>	2. Read the newspaper <input type="checkbox"/>	3. Internet search <input type="checkbox"/>	4. Consult a friend <input type="checkbox"/>	5. Mobile phone store <input type="checkbox"/>	6. Other ways <input type="checkbox"/>

**Part Three: Adoption intention survey**

Item	Content	Sauerkraut fish	Stewed beef brisket with tomato	Huangpi fish balls
1	I always consider buying prepared food when it is heavily promoted, tastes good, has fresh ingredients, is easy to make and is cheap	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2	When you're entertaining family and friends, shopping for a taste, busy, and pressed for time to prepare meals, you might consider buying prepared meals	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
3	In addition to buying prepared food yourself, you are also willing to recommend prepared food to others	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

1. The prepared dishes I would like to consider

	Have considered	May consider	Haven't decided yet	May not consider	Will not consider in the future
Sauerkraut fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stewed beef brisket with tomato	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huangpi fish balls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. The prepared dishes I would like to purchase are

	Have purchased	May buy	Haven't decided yet	Might buy	Will use in the future
Sauerkraut fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stewed beef brisket with tomato	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huangpi fish balls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part Four: Personal information**

This part mainly understands your basic information, you will be suitable to tick the answer, we will be completely confidential about your content.

Content	Choice item				
	Male <input type="checkbox"/>		Female <input type="checkbox"/>		
Gender	Male <input type="checkbox"/>		Female <input type="checkbox"/>		
Age	20 <input type="checkbox"/>	21~30 <input type="checkbox"/>	31~40 <input type="checkbox"/>	41~50 <input type="checkbox"/>	Over 50 <input type="checkbox"/>
Educational level	Senior high school <input type="checkbox"/>	Junior college <input type="checkbox"/>	College <input type="checkbox"/>	Master <input type="checkbox"/>	Doctor <input type="checkbox"/>
Your personal monthly income	Less than 2000 <input type="checkbox"/>	2000~4999 <input type="checkbox"/>	5000~10000 <input type="checkbox"/>	10000~20000 <input type="checkbox"/>	Over 20000 <input type="checkbox"/>
Prepared Food preference	Price <input type="checkbox"/>	Flavor <input type="checkbox"/>	Nutritional value <input type="checkbox"/>	Convenience of making <input type="checkbox"/>	Appearance <input type="checkbox"/>