

Research on the Construction of Standard evaluation index system of Takeaway Food Information Description Specification based on Analytic hierarchy process

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ABSTRACT

In 2009, a brand new catering consumption model emerged along with the development of Internet technology. It is the take-out food industry. Different from the traditional telephone ordering, the take-out food industry derived a new model based on the role of the Internet platform to achieve B2C and C2C catering. Takeaway food facilitates people's lives and promotes the online and offline integration of the catering industry. Especially during the period of the novel coronavirus epidemic, it plays a positive role in ensuring people's livelihood, supply and employment, and becomes a cornerstone of local economic development. However, the information of takeaway food is not transparent, open, rigorous and untrue, which has been criticized by consumers. While ordering food online is convenient and fast, consumers also need to bear the risk of consumption of "poorly rated goods" caused by information impropriation. Specification for Information Description of Takeaway Food (GB/T40041-2021) was officially released in February 2021 with recommended national standard and officially implemented in June of the same year. The development and growth of modern industry need to be guided by standardized and professional norms. The formulation and implementation of this standard is aimed at solving the pain point of "not seeing the real thing" of takeaway food, including obtaining key information such as the physical portion. It can allow consumers to avoid food and beverage waste caused by opaque information such as portion size and taste, and it is also a layer of supervision and constraint for businesses. This standard fills the industry blank of the standardization of takeaway food information presentation and is conducive to the popularization and improvement of the industry information specification. This paper constructs a set of standard evaluation index system through analytic hierarchy process (AHP) and expert investigation. The main purpose is to provide a theoretical model for evaluating the implementation effect of GB/T40041-2021 within the scope of regional research. The implementation effect evaluation includes but is not limited to the scientificity of the standards, the implementation status of the standards organization, and the efficiency of the implementation of the standards. Based on the analysis of the current literature research results on the industry and standard implementation evaluation, this study will initially construct the standard evaluation index, and constantly optimize the index content through multiple rounds of correspondence with relevant experts, and finally build a set of scientific and effective evaluation index system.

KEYWORDS

Standardization; Standard evaluation index system; Analytic hierarchy process; Expert investigation method; Specification of takeaway food information description

1 Introduction

1.1 Background introduction

2023 is the first year to seek economic recovery. Investment, consumption and export are the three carriages driving the economy forward. In the past few years, the global market economy has been affected, and China's export vitality has declined. In the case of weak exports, only by stimulating domestic demand and expanding domestic sales, can we destock, promote investment, and realize a new development pattern with domestic and international cycles as the main body. Diet is a theme that never dissipates in people's lives, and as a part of the market economy, diet consumption also occupies an important position in family expenditure.

With a long history of Chinese food culture, a new word "take-out" has emerged in the 21st century, which not only provides convenience for residents' lives, but also becomes an important part of the national economy. Take-out catering is now the leader of the take-out industry with a huge consumer market and consumer groups. Since the launch of Ele. me's predecessor at Shanghai Jiao Tong University in 2009, this new catering business model has attracted a large number of investors as well as consumers. In the course of several years of development, the industry has carried out the integration of the market role. During this period, the entire takeout industry continued to have capital entry and capital exit, from the highly recognized Ele. me, Meituan, Dianping to the relatively small, low awareness of the hand, Wowotuan, Nuomi, etc., after a series of market integration, such as price war and enterprise elimination, the characteristic enterprises in the industry were acquired and absorbed by large capital enterprises, and small and micro enterprises were eliminated. Finally formed the current basic "United States group", "hungry?" split the world's industry monopoly pattern. The birth and development of takeaway food has also pushed people's lifestyle to undergo earth-shaking changes. Once, the older generation needed to buy food, cook, cook and other necessary steps for eating at home, but now the take-out industry with lazy economic attributes can allow the new generation to realize the new dining way of "people sit at home and food comes on time" through mobile phone ordering. Convenient, efficient, time-saving and other labels have become the biggest praise for consumers to the take-out catering industry.

As a new industry, the development of takeaway catering is bound to experience a chaotic and brutal growth period, which also means that some problems will accompany. Among them, the unique problem of takeaway catering that is not easy to solve effectively is the asymmetry of commodity information between buyers and sellers. Information asymmetry generally means that consumers are in a weak position in the consumption link and need to bear the consumption risks caused by information errors, such as quantity errors, dish color errors and taste errors, in an unfamiliar online transaction between buyers and sellers. More serious consumption infringement is caused by false and exaggerated information publicity. According to the theory of consumer adverse selection, under the long-term information asymmetry, the phenomenon of bad money driving out good money will occur, high-quality takeaway businesses will withdraw from the market due to consumer price preferences, and consumers will refuse to pay for consumption due to inferior goods, which will eventually evolve into the demise of the entire industry.

1.2 The purpose and significance of the research

Take-out industry is an emerging industry, judging from the perspective of the life cycle of the industry is in the life cycle of the industry from the growth period to the maturity period. By sorting out the relevant theoretical basis and methods of standard evaluation in the take-out industry, it is helpful to understand the development trend of the industry, achieve a closed-loop structure from standard formulation - standard publicity - standard implementation - standard evaluation, and

provide certain reference experience for the subsequent implementation and evaluation of new industry standards.

The vitality of standard promulgation lies in practice, only the standards that are effectively implemented are meaningful, and the disadvantage of "heavy formulation and light implementation" should be avoided. Evaluation from the closed-loop structure of standard formulation - standard promulgation - standard implementation - standard evaluation can help standard management subjects, standard implementators, and standard beneficiaries realize the deficiencies of the standard GB/T 40041-2021, reflect on whether the requirements of the standard meet the needs of the current industry, whether to keep up with the industry form, and whether the organization needs to revise.

After the introduction of the standard GB/T 40041-2021, as the implementation standard and implementation teaching template for takeaway industry businesses, whether it can really land is the concern of standard makers and standard managers. Through model research, it can help to find the practical difficulties of the implementor after the introduction of GB/T 40041-2021, and provide thinking for relevant managers and platforms, whether it is necessary to increase standard-related counseling to help standard practice, rather than only formulate and publish standards.

It has been more than two years since the introduction of the "Take-out Food Information Description Code" standard, and there is still a lack of research in academia and related fields on the implementation evaluation after the introduction of the standard. On the one hand, it is impossible to accurately understand the actual impact of the introduction of the standard on the take-out industry, and on the other hand, it may lead to the development of the free-range market in the take-out industry, and the lack of "tangible hand" management. The developed standard evaluation index system can help local cities to carry out empirical research, help to understand the publicity and implementation of the standard, and study and discuss the social benefits of the implementation of the standard, while mastering the influential factors of the implementation of the standard, and give reasonable and operable suggestions based on the problems. Avoid the industry decline and market loss that the take-out market faces due to the inability of consumer adverse selection theory to effectively solve.

2 Takeaway food information publicity status

The takeout platform is a bridge connecting consumers and businesses, playing the role of the market where buyers and sellers are in online shopping, and undertaking the task of meeting the needs of various characteristics of consumers. The publicity of takeaway information is the main way for consumers to understand food through the Internet, and for some businesses that only do online business, it is even the only way for consumers to understand food. According to the research results of online shopping consumers' consumption choice, consumers tend to choose products with good appearance, high evaluation and high trust. These product attributes are the priority choice for consumers when they shop online. Consumers judge the appearance of products by picture information. Evaluation and trust are determined by other consumers' evaluation of products and merchants and their own shopping experience. This means that food information will influence and even determine consumers' consumption choices. Unlike the information provided by offline shopping merchants, the authenticity of online shopping information is difficult to be effectively guaranteed.

2.1 Takeaway food information publicity question form

In the early stage of the development of the take-out food industry, it relied on the way of

ordering food by telephone. For consumers' food information transmission, it relied on flyers, advertisements and other traditional ways. Flyers and advertisements relied on simple and easy to understand pictures, and consumers could only rely on picture information to identify their orders, and such picture information was basically copied. Because the early food delivery is more concentrated in the field of foreign fast food, compared with the domestic diet, foreign fast food has the characteristics of fast processing speed, high efficiency, low dining environment requirements, more suitable for the general needs of takeout consumers, as advertising promotion, beautiful hamburger and French fries pictures enough to stimulate the appetite of consumers, such as international foreign fast food brands KFC, McDonald's and so on. With the development of the catering industry, there have been many domestic and foreign fast food brands, such as Dekos, Wallace, etc., and there are also some counterfeit low-end local brands, which focus on hamburgers, French fries and other fast food products. Therefore, the same kind of food pictures are used in the promotion of small advertisements, and even the publicity photos of big brands are used for themselves through "taking". Only one imported picture, the lack of specific text description of food, which makes consumers in the early development of the take-out industry more often rely on some concepts of daily food to choose food, but also develop the take-out practitioners of their food information "silent" bad habits.

With the development of the takeout industry and the intervention of the Internet, a series of consumer rights violations caused by information disclosure problems have also emerged. Consumers call for improving the protection of their own rights and interests. Based on this, relevant departments have successively issued management measures and regulations, requiring takeout businesses to publicize their sales information. However, it is still found that some merchants do not have a strong awareness of consumer rights protection and do not disclose food information, which makes consumers continue to order food in the way of opening blind boxes.

From a certain point of view, the food information publicized by merchants is the advertisement for their own products, including the picture information and text information provided by merchants on the website, as well as the sales volume of meals on the website, good and bad reviews, and the score evaluation given by other consumers, which are all factors that consumers can refer to for reference, and have similarities with online shopping. Consumers of takeaway food can refer to the relevant information provided by takeaway food websites. However, different from ordinary online shopping, some takeaway food consumers tend to choose experiential consumption. This part of consumers will choose merchants who have on-the-spot food experience to avoid possible consumption traps when shopping. Because the information provided by the business is only responsible for the business itself, resulting in the situation that only the real information publicity has reference value for the market, and the false information publicity will mislead consumers to make wrong and unintentional consumption choices.

Pictures exaggerate propaganda. Food pictures are conducive to attracting consumers. According to the survey, consumers are more inclined to choose products with high-quality appearance, whether it is in the purchase of daily necessities or other special goods. Merchants in order to meet the consumer psychology, often in the "color" efforts, but the "color" is not the product itself, but the product pictures displayed on the website, the consumption problem phenomenon is prone to appear in the field of online shopping, there is a great difference between the buyer show and the seller show. In the field of take-out meals, businesses will also spend time in the display pictures of meals, mislead consumers by beautifying the pictures of meals, add filters and beauty, make up the dishes and improve their appearance. Secondly, the exaggerated publicity of the picture is also reflected in the misleading quantity, the business purpose is to pursue profits, through the food pictures to the food to exaggerate the publicity, consumers are easy to be attracted by the full food in the picture, but finally lead to consumers deceived, resulting in a failure

to order food experience.

2.2 Takeaway food information publicity problem causes

For the relevant law enforcement departments such as the market supervision Bureau, it is difficult to actively supervise the takeout food industry. On the one hand, the industry practitioners have a large base, and most of them are small restaurants and small grocery stores offline, subject to law enforcement space, illegal concealment, humanized law enforcement considerations and other factors, and in the case of limited law enforcement resources, it is impossible to ensure the strong supervision of the takeout food industry. The management is usually carried out by means of punishment and education after problems arise. On the other hand, it is difficult to defend rights from the perspective of consumers, especially the rights protection work in the takeout food industry. Unlike the general online shopping consumption mode, the amount of goods purchased by food consumers is generally small, and they are generally cooked goods. After returning and exchanging meals, businesses cannot sell them again, so the return and exchange of unsatisfactory meals are often unable to get what they want. The supervision of the platform itself is out of place. The third-party platform is not strict in the relevant qualifications of the merchants, resulting in some small and micro catering businesses to enter the network without a license, there is a regulatory blind spot, and the takeout platform is engaged in a business war with each other, in order to attract more merchants and riders to enter the platform, it is easy to relax in supervision and even waterproof, which undoubtedly contributes to the illegal risk of online food operators.

The essence of takeaway operators is an enterprise, and the purpose of enterprises is to maximize the benefits, which is bound to lead to takeaway operators to achieve their goals through open source and throttling.

From the perspective of take-out operators, in addition to the rental fees, artificial utilities, and raw material costs required for normal operation, there is also a larger proportion of platform royalties, which are different from the unique existence of traditional catering shops and crush the profits of operators. The survey shows that the takeout platform has a high percentage of takeout merchants, and the percentage of takeout merchants who do not pay the entry fee often rises from 15% in the first year to 30% in the next year. The high percentage undoubtedly affects the operation of enterprises. In order to transfer the cost, enterprises adopt the way of increasing prices without increasing quantity, resulting in the phenomenon of different prices for the same amount of offline and online dining. And online ordering is often more serious because of the cost of the increase.

In the relative price transparency can be compared in the take-out market, the higher the price of homogeneous products, the more difficult it is to attract consumers, in order to increase sales, businesses began to go wrong in the advertising of food information publicity, using full reduction of preferential information, publicity of false food pictures as bait to do sales, forming the industry killing vice. Through full reduction concessions, operators will discount the original price much higher than the market price of the meal into a relatively acceptable price for consumers, and through the full picture of the beautified meal to attract consumers. Catering operators lack the bargaining power of the platform, and the excessive percentage of the platform can only make the merchants overwhelmed, and eventually will only lead to food safety problems or consumer interests.

3 The background and technical connotation of "Specification for Description

Information of Takeaway Food"

3.1 The background of Specification

Previous research has found that takeaway food is a food waste problem. The fundamental reason is that consumers have unclear cognition of food-related attributes, in this case, it is easy to cause consumers to order less and not enough to eat, but not enough to eat more and waste the phenomenon, and as a conservative Chinese consumers tend to eat more meals under the conditions of economic permitting to avoid the waiting time for second orders. At the same time, the full reduction "discount" of takeaway food increases the probability of "ordering" for consumers, "adding money" to reflect on the money, ordering "super necessary", according to the survey of relevant websites, consumers believe that the "consumption trap" provided by the takeaway platform has become the "standard" for consumers to order takeaway food. All kinds of promotional activities will make consumers "more and more wasteful." Sometimes the more you order, the cheaper it is, and many consumers will forcibly increase the order in order to make up for the reduction and use red envelopes, thus increasing the possibility of food waste.

Different from traditional physical catering, catering enterprises and consumers need to display and obtain takeaway food information through virtual networks to complete the process of ordering and payment. However, the information disclosure of catering businesses is not uniform, non-standard and incomplete, so that consumers' dining experience often does not meet expectations, resulting in customer disputes and food waste. The difference in the perception of the concept of portion size between the south and the north, the difference in the collocation of sauces and ingredients in different regions, and the diet of onion, ginger and garlic directly affect the satisfaction of consumers. Business category selection is more and more diverse, the announcement of food information is not comprehensive, in the consumer has to "blind spot" order, when the meal does not meet expectations, it is likely to cause food waste. In addition, based on such a large user population and the increasingly daily takeout situation, consumers should also have more rights to know whether the beautiful food pictures are worthy of the name.

The development of information description standards will be the key to achieve the standardization of takeaway food information, which can effectively solve the pain points of takeaway food, avoid the opacity of information such as quantity and taste, provide consumers with clearer information and more diverse choices, help consumers order reasonably, understand consumption, and avoid food and beverage waste. At the same time, the standard can also provide enterprises with unified and standardized product information description methods and templates, clarify the norms to be complied with in food production, and then optimize dishes and services, which will further improve the digitization level of the food service industry network and guide the popularization and improvement of industry information norms.

3.2 The technical connotation of Specification

Taste. The standard for taste publicity requirements is to describe the characteristic taste of the food, such as sour, sweet, bitter and spicy. When consumers place daily orders to choose meals, they generally pay attention to whether the meal is spicy or spicy, which can avoid spicy damage. Because consumers' consumption habits often consider whether their bodies can withstand spicy food, they will communicate with businesses in advance to avoid eating spicy food. This is also the reason why even before the information is not paid attention to, businesses will still mark whether the dishes are spicy, so in all special flavors, "waste of spicy taste" can generally be avoided in the consumer consumption process. However, sour, sweet, bitter and other tastes also have an important impact on whether the food is useful, which is caused by differences in regional tastes.

With population migration, some people leave their native land to work and live in other places. For these people, in a non-native land, it takes time to integrate and get used to the local food and taste, which leads to "taste waste".

Ingredients. The publicity requirements of the standard for the main raw materials are to describe the main raw materials, auxiliary materials, pre-products or semi-finished products used in the processing of meals. In the process of consumption, the accurate description of raw materials can effectively avoid the "hanging sheep's head, selling dog meat" consumption fraud caused by consumers' ignorance of food information, transfer the risk of consumption trap to the merchant, and increase the subsequent compensation cost of the merchant's false operation.

The amount. The standard requirements for the publicity of portion size are to describe the exact quantity or weight of the meal and label it with quantifiers. Compared with other publicity content required by the standard, the information publicity of the quantity has a greater strength to solve the problem of food waste caused by less food or more food in the process of ordering consumers. By indicating the gram number of food portions and the number of diners applicable to the meal, consumers can have a relatively accurate understanding and understanding when they cannot see the meal directly. Thus, the process from ordering to dining can be completed more effectively.

Pictures. The publicity requirements of the standard are that the appearance, color and other information of the food should be presented to ensure the integrity of the food at the visual level. Food delivery has experienced the transformation from telephone to Internet, and consumers' way of obtaining food information has indeed improved from auditory information to text information. However, with the development of food delivery industry and mobile technology, consumers' demand for obtaining food information has become more simple and intuitive. Compared with lengthy text information, consumers are more willing to acquire knowledge of food through pictures. And are more likely to be attracted to goods with a better appearance. Therefore, this has higher requirements for the food publicity pictures, "real and effective" should be the most important characteristics of the picture information, to avoid operators in the publicity content of some food publicity pictures and information does not conform to the real thing, resulting in food there is also Meitu Xiuxiu to beautify, the infringement is still the rights and interests of consumers.

4 Application of expert investigation method

4.1 Experts choose the basics

The 10 experts invited during the research process are from the profession related to the research topic, or engaged in related industries. Including standardization management body work experts, business representatives, consumer representatives. The Market Supervision Bureau, as the official standardization construction law enforcement agency, is also the frontline force of law enforcement, with rich experience in the supervision of the take-out food industry; As industry practitioners, merchants can examine the difficulty of standard implementation from the perspective of service providers and standard implementers. The fundamental purpose of the standard is to regulate the industry to serve consumers, and consumers' attitude to the standard determines the success of the standard.

There are certain requirements for the selection of experts. Law enforcement experts of standardization management agencies are required to have more than 5 years of work experience; Experts involved in the food delivery industry are required to have more than 3 years of working time; Consumer representatives are required to have more than 2 years of consumption experience, and have a sufficient consumption base as an adequate support for their experience.

4.2 The basic process of expert investigation

The First, the first round of expert correspondence. First, the main author of this study initially established a standard evaluation index model according to the review and summary of existing relevant literature and research topics, and sent the standard evaluation index model to 10 selected experts through the first round of expert correspondence, and invited experts to modify the preliminary model of standard evaluation index by "adding", "deleting" and "retaining" according to their own experience and professional level. At the same time, the degree of expert authority is carried out.

The second round of expert correspondence. The results of the first round of correspondence were sorted out, the "retained part" with the same opinions was excluded from the contents of the second round of correspondence, and the "added" and "deleted" indicators received from the first round were summarized and sent back to 10 experts as the second round of correspondence. The different opinions are repeatedly sorted out and re-coordinated, and the indicator model is constantly optimized. Finally, the final round of expert correspondence. The final determination of the standard evaluation index system is completed after repeatedly consulting the index opinions.

4.3 Expert positive coefficient

The expert positive coefficient reflects the experts' support for this research. In this study, a total of 2 rounds of expert correspondence were conducted. In the first round of expert correspondence, 10 questionnaires were sent and 10 were recovered. In the second round of expert correspondence survey, a total of 10 questionnaires were sent and 10 were recovered. The positive coefficient of experts is $20/20=100\%$, which can be judged that the experts participating in the correspondence survey are positive.

4.4 Expert authority

The degree of expert authority refers to the authority strength of the expert for a certain problem or direction, and its value has a significant impact on the reliability of the evaluation, so it is necessary to quantitatively calculate the degree of expert authority. According to the basic principles of social research methods, the expert authority coefficient (Cr) is determined by the two variables of expert familiarity (Ca) and expert judgment basis (Cs), and the formula is:

Expert Authority Coefficient (Cr) = (expert familiarity (Ca) + expert judgment basis (Cs)) / 2

The judgment basis (Cs) of experts on the problem is mainly divided into four dimensions: practical experience, theoretical analysis, reference to domestic and foreign literature, and intuitive feeling, and each dimension is divided into large, medium and small degrees. This time, large, medium and small levels of different dimensions are divided into: Practical experience (0.5, 0.4, 0.3), theoretical analysis (0.3, 0.2, 0.1), reference to domestic and foreign literature (0.1, 0.1, 0.1), intuitive feeling (0.1, 0.1, 0.1), different from other standards, the degree of specialization of GB/T 40041-2021 is relatively low. The educational level of relevant practitioners is not high, and practical experience is more valuable than theoretical analysis, domestic and foreign literature, intuitive feelings, etc.

The expert's familiarity with the problem (Ca) was classified as very familiar (1.0), familiar (0.8), average (0.5), and not familiar (0.3).

In the first round of expert correspondence, the expert authority coefficient is calculated according to the expert reply. The authority coefficient of 10 experts was $0.815 > 0.7$, and the results of the correspondence survey could be considered acceptable.

name	expert familiarity	expert judgment basis	Expert Authority Coefficient
LinXX	0.8	0.9	0.85
WangX	0.8	0.8	0.8
ChenXX	1	0.8	0.9
FuXX	1	0.8	0.9
ZhaoXX	1	0.8	0.9
WangXX	0.8	0.7	0.75
ShanXX	0.8	0.8	0.8
LuoX	1	0.7	0.85
ChenXX	0.8	0.6	0.7
ChenX	0.8	0.6	0.7

Notes: Expert authority coefficient calculation diagram

5 Establishment of standard evaluation index system

5.1 The establishment principle of standard evaluation index system

The principle of comprehensiveness aims to build a standard evaluation model to realize the comprehensive evaluation index system of standard implementation, which needs to fully cover all links of the standard implementation process, fully evaluate the implementation of the standard on all aspects of industry practice and benefit results, and consider the internal and external logic between the indicators when designing indicators, so as to accurately describe the expected effect of standard implementation.

The construction of the standard evaluation model of easy operation principle is to combine the relevant theoretical results studied by predecessors with the practical results in the new industry, so as to better carry out subsequent empirical research. It is necessary to improve the operability of the evaluation index system from the aspects of reasonable level, clear indicators, moderate quantity and easy data collection.

In addition to scientific evaluation and research on the implementation of the standard, the establishment of the effectiveness principle model should also pay attention to the practical help of the research conclusions to the industries involved in the research field, and should provide

effective solutions for the follow-up solution to the hidden problems existing in the current takeaway food industry.

5.2 The framework of standard evaluation index system

The objective layer is at the highest level in the whole evaluation system and is the core content of the standard evaluation system. The establishment principle of the objective layer should be comprehensive, objective, effective, easy to operate and other principles to study the effectiveness of the Take-out Food Information Description Code.

The criterion layer is the first level index of the target layer. In the process of setting up the standard layer, it should pay attention to the principles of establishing the standard evaluation index system, including comprehensiveness and effectiveness. For the goal of evaluation standards, this study conducts research from three secondary indicators, including scientific evaluation of the text, organizational evaluation of the standard implementation process and social benefit evaluation of the standard implementation. It is developed around the closed-loop structure of "four stages of standardization process: revision - promotion - implementation - evaluation feedback".

The index layer is the second-level index of the target layer, the first-level index of the criterion layer, and the further extension of the index of the criterion layer. The index layer in the evaluation index system model generally includes "coordination", "adaptability", "advancement", "promotion", "implementation", "economic benefit", "social benefit", etc.

Chart: The standard evaluation index system of the newly established "Specification of Information Description of Takeaway Food"

Notes: The standard evaluation index system of the "Specification of Information Description of takeaway food" is initially established

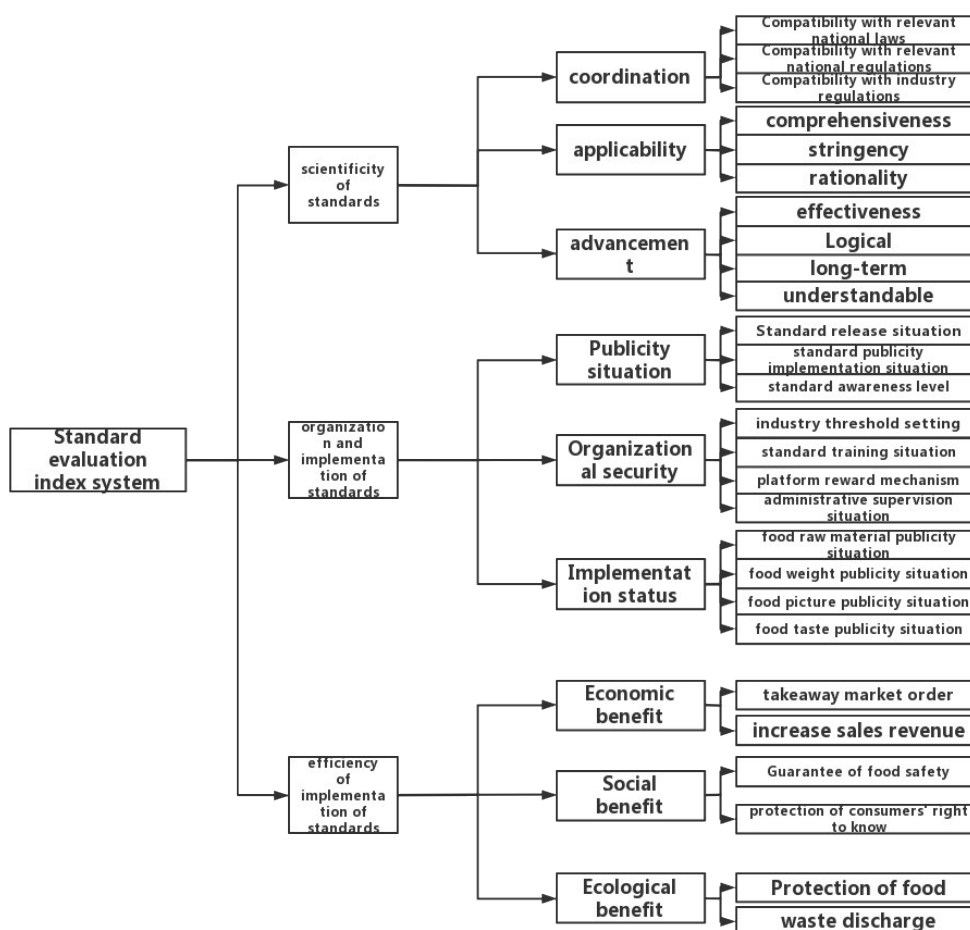
5.3 Results of the first round of expert correspondence

As for the "scientificity of standards", "organization and implementation of standards" and "efficiency of implementation of standards" as the first-level indicators of the evaluation system, according to the results of the questionnaire survey, 10 experts all believe that the attitude of "reservation" should be carried out, and the first-level indicators after consensus will no longer be included in the subsequent expert correspondence for indicator confirmation. According to the opinions of 10 experts, it was found that "the scientific nature of the standard", "the implementation of the standard organization" and "the social benefit of the standard" had a highly unified consensus on the necessity of constructing the evaluation system, and they all believed that the indicators were important indicators, and there was no need to change the name, and there was no need to add new first-level indicators.

As for "coordination", "applicability", "advanced nature", "publicity situation", "organization guarantee", "implementation situation", "economic benefit", "social benefit" and "ecological benefit" as the secondary indicators of the evaluation system, the opinions of 10 experts are still relatively unified through the questionnaire survey recovery results. The pass rate of 9 index layers is 80% or above. Among them, the indicators that do not reach 100% pass rate are "advanced nature", "publicity situation" and "ecological benefit", and it can be found that the content requirements for standard evaluation indicators are not different from different perspectives. At the same time, in the first round of correspondence, the experts did not put forward the need to add other secondary indicators. The above secondary indicators will no longer be recorded in the next round of expert correspondence, and will be retained in the evaluation system.

5.4 Results of the second round of expert correspondence

The three indexes of GB/T 40041-2021 evaluation index system that have been recognized by more than 60% of experts in the first round of expert correspondence are not included in the second round of expert correspondence, and are determined as the final goal. For "sales increase", "consumer sense of gain", "awareness of rights and responsibilities", "standard publicity implementation", the indicators need to be deleted or renamed. Conducted a second round of correspondence, and the results showed that more than 80% of experts supported the deletion or renaming. The final confirmation of the evaluation index system is "adaptation to relevant national laws", "adaptation to relevant national regulations", "adaptation to industry regulations", "comprehensiveness", "rigor", "rationality", "effectiveness", "logic", "long-term", "understandable", "standard release", "standard publicity", "standard awareness", "industry threshold" Setting ", "Standard training situation", "Platform reward mechanism", "Administrative supervision situation", "Food raw material publicity situation", "food weight publicity situation", "food picture publicity situation", "Food taste publicity situation", "takeaway market order", "sales revenue enhancement", "Food safety guarantee", "Consumer right to know protection", "Food Safety protection", "Food safety protection" Protect food ", "waste discharge".



Notes: The standard evaluation index system of the "Specification of Information Description of takeaway food" is determined.

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