

Study on the Perceived Value of Zhanjiang Residents to Mangrove Cuisine*

DENG Yuping, HUANG Yafen

Lingnan Normal University, Zhanjiang, China

Taking mangrove cuisine in Zhanjiang as an example, this paper investigates the residents' perceived value of mangrove cuisine through questionnaire survey. The results show that the overall satisfaction of residents on the mangrove cuisine in Zhanjiang is high. The highest satisfaction of residents on the perceived value of mangrove cuisine is the historical and cultural heritage, and the lowest satisfaction is the local characteristics. The main factor affecting the satisfaction is the utility value. Based on the analysis of the present situation and existing problems of mangrove cuisine resources in Zhanjiang, this paper puts forward some countermeasures and suggestions for the sustainable development of mangrove food in Zhanjiang in terms of strengthening government support, increasing public participation awareness, increasing publicity channels, enhancing popularity and reputation, and paying attention to the inheritance of characteristic food culture.

Keywords: Zhanjiang residents, mangrove cuisine, perceived value, questionnaire survey

Introduction

Research Background and Significance

In recent years, China's economy has developed rapidly, and people's leisure time has greatly increased with the improvement of living standards. The concept of food consumption of Chinese people has undergone a fundamental change, and their demand for food pays more attention to spiritual enjoyment and aesthetic experience. As an important part of leisure activities, food has attracted more and more attention (Li, Shi, & Yuan, 2022; Guan & Zhang, 2023). When people began to pay attention and pursue these leisure experience activities related to the cuisine, the research on the perceived value of cuisine received extensive response and attention (Lu & Xu, 2021).

Residents' perceived value refers to a series of subjective evaluations formed by residents after obtaining a product and its related services (Yu & Yang, 2021). In the food service industry, perceived value has a vital impact on the behavior of diners. Even for a standardized fast food like McDonald's, consumers' perceived value is various, including food quality, service attitude, and dining environment. For other types of food, besides food quality, service attitude, and dining environment, factors such as price level, food taste, and nutritional value also play an important role in perceived value (Ryu, Han, & Kim, 2007; Wright, Frazer, & Merrilees, 2007; Ryu, Lee,

^{*}Fund Project: Guangdong Provincial Department of Education Project (2021ZDZX3003); Guangdong Coastal Economic Belt Research Center; Special Project of School-Level Talents in Lingnan Normal University (ZW22021).

DENG Yuping, student, College of Food Science and Engineering, Lingnan Normal University, Zhanjiang, China.

HUANG Yafen, Ph.D., Associate Professor, College of Food Science and Engineering, Lingnan Normal University, Zhanjiang, China. *These two authors contributed equally to this work.

& Kim, 2012). There are abundant researches on the perceived value of cuisine at home and abroad, but insufficient attention is paid to the perceived value of residents, which leads to the staged changes in residents' attitudes and behaviors. Residents are the creators of local food, and their perceived value, emotional identification, and support for local food play a vital role in the prosperity and development of local economy.

Based on this, this study takes Zhanjiang residents as the research object, and conducts a survey on residents' perceived value of mangrove cuisine, understands residents' perceived value of mangrove cuisine by questionnaire, hoping that the research results can give Zhanjiang mangrove cuisine some reference or optimization suggestions, thus promoting the sustainable development of Zhanjiang mangrove cuisine and promoting its position in the future prosperity and development.

Research Status

Scholars at home and abroad focus on the research of perceived value in the fields of tourism and food service industry. In the early days, some scholars applied PERVAL consumer perceived value framework to the tourism field. Petrick (2002) took a restaurant as an example and put forward five dimensions of perceived value, including quality, emotional response, currency price, behavior price, and reputation. Kwun and Oh (2008) expanded PERVAL's consumer perceived value model and developed 40 scales of tourism perceived value, including 16 functional values, 16 emotional values, and eight social values, to evaluate consumers' perceived value into four dimensions, including emotion, society, quality, and economy. These studies have found that perceived value is a multi-dimensional concept.

In addition, Xu, Zheng, L. Q. Lu, and L. Lu (2020) selected 42 representative influencing factors, including 12 utility values, 14 aesthetic values, and 16 service values, to make an empirical study on the perceived value of urban food tourism from the perspective of the interviewed residents. Li and Zhang (2016) divided the perceived value of gourmet tourism products into five different dimensions, namely, functional value, cognitive value, aesthetic value, service value, and situational value.

At present, only a few scholars have carried out systematic and in-depth exploration and research on the specific content of residents' perceived value. Based on the foreign research results and the actual situation in China, this paper constructs a set of evaluation system of residents' perceived value of cuisine from the perspective of local residents. According to S ánchez, Callarisa, Rodr guez, and Moliner's (2004) Tourism Perceived Value Scale and Li's Chinese Time-Honored Gourmet Tourism Value Scale, this study adopts the concept of multidimensional perceived value, and divides the food perceived value into three dimensions from the perspective of local residents: utility, aesthetic, and service (Yang & Zhang, 2020). Utility value refers to residents' subjective feelings about the taste, nutritional value, and practice of food; aesthetic value refers to residents' understanding and experience of aesthetic in their diet, and shows a kind of pleasant mood, such as food setting design, menu making, tableware, and so on; service value refers to the food service that residents get and enjoy (Xu, 2020).

Survey of Cuisine in the Study Area

Overview of the Study Area

Zhanjiang, Guangdong, located in the south of China, is a city on the southwest coast of Guangdong Province. It is located at the intersection of the Pearl River Delta Economic Circle and the Western Guangdong Economic Zone, and has a unique geographical advantage. Its original name is Guangzhou Bay, which is a famous hometown of overseas Chinese and a tourist city in China. Its mangrove wetland area is the largest in China. Mangroves grow in intertidal zones and beaches along the coast in tropical and subtropical regions, and have the functions of purifying seawater, regulating climate, protecting the coast, fixing and storing carbon, protecting biodiversity, and maintaining ecological security. Mangroves in Zhanjiang are widely distributed all over the coast of Leizhou Peninsula. The most prominent ones are the two sides of the bay in the urban area, the Donghai Island Levee, Techeng Island in Xiashan Mountain, Shiqiao Village in Mazhang, Jiulong Mountain in Leizhou, Gaoqiao Town in Lianjiang, etc. The mangroves in these places are various in variety and growth, and they are all unique mangroves.

Zhanjiang Mangrove Cuisine

Where mangroves grow densely, there are generally rich fishery resources. On the mudflats where mangroves grow, the diverse microorganisms and rich minerals in seawater give birth to a lot of extreme flavor. Zhanjiang ovster is famous for its delicious taste, which benefits from Zhanjiang's unique natural advantages. Its quality is excellent and its taste is particularly tender, crisp, and sweet. The Phascolosoma esculenta of Lianjiang Gao Qiao and Donghai Min'an are the most famous, and the Phascolosoma esculenta produced in Gaoqiao are thick and tough. "Gaoqiao Phascolosoma esculenta porridge" can be described as one of the must-eat mangrove delicacies in Zhanjiang. The Phascolosoma esculenta in the Donghai are slightly smaller, but the taste is quite crisp and sweet. The best way to open them is to marinate Phascolosoma esculenta, and every bite will make us feel different pride of the local people; Periophthalmus cantonensis is also called jumping fish, mud cow, and beach tiger, but Zhanjiang people prefer to call it jumping fish. This kind of fish can walk and climb trees, and it is mostly active in the roots and trees of mangroves. The slippery fish is soft and tender under the skin, and the soup made by it and day lily medlar tastes better. "Duck by the sea" mainly refers to the sea ducks that grow up from snacks and natural seafood naturally in mangrove mudflats, and the simple boiled duck can best reflect the delicious duck meat. In addition, the sea duck eggs produced by unique natural conditions are rich in nutrition and delicious. The most common method is to fry eggs with Caitouzai (dried radish); mangrove fruit Avicennia mavina (Forsk) Vierh has multiple functions of clearing away heat and cooling blood, lowering blood sugar, lowering blood lipid, and lowering blood pressure. Avicennia mavina (Forsk) Vierh in Techeng Island is one of the local specialties, and locals often cook Avicennia mavina (Forsk) Vierh and ribs soup for diet and health preservation. These dishes not only have good color and taste, but also have distinctive mangrove characteristics, which makes people memorable.

Survey Design

Questionnaire Design

This study conducted a questionnaire survey on Zhanjiang residents in the form of sojump.com. The questionnaire was mainly designed according to the residents' satisfaction with the catering elements after the consumption of mangrove food in Zhanjiang. It was divided into three parts: The first part was the basic situation of residents' gender, age, education level, occupation, and income, and the second part was the detailed evaluation and overall evaluation of residents' mangrove food, including three first-class indicators and 20 second-class indicators. They are utility value (U1-U6), aesthetic value (A7-A13), and service value (S14-S20) respectively, and the secondary indicators are transformed into statements of attitude measurement. The measurement indicators are the degree of approval, and the options include "Quite agree, agree, general, disagree and Quite disagree". The third part is the information of understanding, information channels, and delicious food (Peng, Li, Liu, & Zhao, 2020).

268

Data Collection

206 questionnaires were distributed to local residents in Zhanjiang through the Internet, and 198 valid questionnaires were collected, with an effective rate of 96.12%. The software uses SPSS 17.0 to analyze the reliability and validity of the questionnaire. The range of reliability coefficient is 0-1, and the closer the distance is to one, the higher the reliability. From the overall reliability coefficient in Table 1, the standardized Cronbach coefficient reaches 0.981, indicating that the overall reliability of the questionnaire is high. From the results of exploratory factor analysis in Table 2, it can be seen that in KMO test, KMO is 0.926, which is greater than 0.80, indicating that the questionnaire is valid.

Table 1

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized terms	Number of terms
0.980	0.981	23
Table 2		
KMO and Bartlett Test		
Kaiser-Meyer-Olkin measuren	nent of sampling adequacy	0.926
	Approximate chi-square	6,822.866
Bartlett's sphericity test	Freedom	903
	Significance	0.000

Data Analysis

Analysis of the Basic Situation of the Respondents

Table 3

Survey Results of Basic Information of Interviewees

Item	Category	Frequency (person)	Percentage (%)	Average value	Standard deviation	
Gender	Male	45 22.73		1 77	0.42	
Gender	Female	153 77.27		1.//		
	\leq 18 years old	9	4.55			
	19-30 years old	179	90.40			
Age	31-50 years old	7	3.54	2.03	0.41	
	51-65 years old	2 1.01				
	> 65 years old	1	0.51			
	Junior high school and below	3	1.52			
D (High school vocational education	9	4.55		0.67	
Degree of	Junior colleges	52	26.26	3.62		
cudeation	University	131	66.16			
	Master degree or above	3	1.52			
	Civil servant	2	1.01			
Occupation	Employees of enterprises and institutions	20	10.10			
	Teacher	23	11.62	4.56	1.24	
	Self-employed entrepreneur	5	2.53			
	Student	117	59.09			
	Workers and others	31	15.66			

	0-3,000 yuan	132	66.67				
Average monthly income	3,001-6,000 yuan	43	21.72	1.50	0.92	0.83	
	6,001-10,000 yuan	13	6.57	1.30 0.8.	0.85		
	\geq 10,001 yuan	10	5.05				

Table 3 to be continued

From the analysis results in Table 3, it can be seen the basic demographic characteristics of the residents interviewed, which reflects the distribution of the respondents. Among them, the average represents the concentration trend, and the standard deviation represents the fluctuation. According to the frequency analysis results of each item, it can be seen that the distribution basically meets the requirements of sampling survey. For example, the proportion of male is 22.73% and that of female is 77.27%, and the results of this survey are mainly biased towards female's wishes; the age is mainly concentrated between 19 and 30 years old; the education level is mostly bachelor degree; most of the interviewees are students, followed by workers and others, teachers, employees of enterprises and institutions, etc., indicating that the interviewees are more extensive; because students' economy is not yet independent, the proportion of their average monthly income is 0-3,000 yuan. They are the users and creators of modern lifestyles, and they pay more attention to the quality of life, and are willing to spend time and energy to reflect different cuisines.

Residents' Understanding of Mangrove Cuisine

Among the respondents in this survey, 5.05% are quite familiar with Zhanjiang mangrove cuisine, 10.10% are general familiar with it, 43.43% are general, and 33.33% and 8.08% are not familiar with it and ignorant of it respectively. The data show that most consumers have a certain understanding of mangrove cuisine, but some consumers have never heard of it. It is necessary to strengthen publicity, establish a reasonable price system, and increase research and development to solve this situation.

Channels for Residents to Understand Mangrove Cuisine

Respondents in this survey know mangrove cuisine mainly through online social platforms, accounting for 39.39%; secondly, it is introduced by relatives and friends, accounting for 20.20%; the proportion of people who know through TV news and advertisements is relatively low at 15.15%. Another 18.69% learned about mangrove food through other channels, indicating that residents have a wide range of channels to learn about mangroves.

Mangrove Food Tasted by Residents

This survey selected 11 kinds of mangrove cuisines, mainly investigating two or more kinds of mangrove cuisine that respondents had tasted. According to the survey, 17.56% of the respondents have tasted the Phascolosoma esculenta porridge, followed by the boiled sea duck, accounting for 13.74%, 10.88% of other mangrove cuisines, 9.73% of fried sea duck eggs with radish, and 8.95% of stewed sea duck soup with Avicennia mavina (Forsk) Vierh. Then, in descending order of proportion, they are mangroves baked jumping fish (6.87%), mangroves tofu (6.49%), fresh-fried mangroves amphibious crab (6.11%), sea duck egg boiled towel gourd (5.92%), pickled mangroves Phascolosoma esculenta (5.34%), Avicennia mavina (Forsk) Vierh rib soup (4.994), and seawater rice soaked Phascolosoma esculenta (3.82%).

The Characteristics of Mangrove Cuisine Thought by Residents

Respondents in this survey believe that mangrove cuisine is characterized by paying attention to its true colors, accounting for 30.45%; exquisite craftsmanship and diverse varieties, account for 17.11%; the strict

proportion of material selection is 12.41%; fine knife work and unique modeling account for about the same proportion, accounting for 8.65% and 8.08% respectively. There are also a small number of respondents who believe that the characteristics of mangrove cuisine include other equal proportions of 6.20%. To some extent, this shows that residents' understanding of mangrove cuisine mostly stays in the taste, but lacks attention to knife work and modeling.

Residents' Perceived Value of Mangrove Cuisine

In order to facilitate the summary and analysis of data, this paper uses coding methods to express secondary indicators: food taste-U1, nutritional value-U2, freshness-U3, cooking method-U4, food quantity-U5, local characteristics-U6; set design-A7, menu making-A8, cultural background-A9, tableware-A10, popularity-A11, decoration style-A12, entertainment-A13, price level-S14, dining environment-S15, service attitude-S16, sanitary condition-S17, surrounding traffic-S18, service personnel instrument-S19, WIFI signal-S20.

Table 4

Variable			Centralized trend analysis				Discrete degree analysis		
Primary indicator	Secondary indicator	Minimum value	Maximum	Average value	Median	Standard deviation	Variance	Kurtosis	Skewness
	U1	1.000	5.000	3.884	3.000	0.838	0.702	1.334	-0.771
	U2	1.000	5.000	3.879	3.000	0.822	0.676	1.597	-0.824
T 14:1:4 1	U3	1.000	5.000	3.944	3.000	0.807	0.652	2.091	-0.951
Utility value	U4	1.000	5.000	3.838	3.000	0.833	0.695	1.398	-0.805
	U5	1.000	5.000	3.758	3.000	0.832	0.692	1.008	-0.588
	U6	1.000	4.000	2.939	3.000	0.843	0.711	1.811	-0.995
	A7	1.000	5.000	3.753	3.000	0.834	0.695	1.033	-0.623
	A8	1.000	5.000	3.773	3.000	0.827	0.684	1.066	-0.587
	A9	1.000	5.000	3.960	3.000	0.842	0.709	1.593	-0.902
Aesthetic value	A10	1.000	5.000	3.884	3.000	0.801	0.641	1.923	-0.865
	A11	1.000	5.000	3.717	3.000	0.861	0.742	0.875	-0.526
	A12	1.000	5.000	3.768	3.000	0.841	0.707	0.983	-0.624
	A13	1.000	5.000	3.727	3.000	0.847	0.717	0.759	-0.501
Service value	S14	1.000	5.000	3.682	3.000	0.898	0.807	0.590	-0.601
	S15	1.000	5.000	3.843	3.000	0.831	0.691	1.458	-0.824
	S16	1.000	5.000	3.823	3.000	0.839	0.705	1.230	-0.748
	S17	1.000	5.000	3.803	3.000	0.804	0.646	1.486	-0.693
	S18	1.000	5.000	3.813	3.000	0.819	0.670	1.360	-0.707
	S19	1.000	5.000	3.788	3.000	0.840	0.706	1.071	-0.671
	S20	1.000	5.000	3.747	3.000	0.894	0.799	0.795	-0.687

Concentration Trend Analysis and Dispersion Degree Analysis of Residents' Perception Value of Zhanjiang Mangrove Cuisine

According to SPSS 17.0, we can realize the analysis process of the concentration trend and dispersion degree of residents' perception value of Zhanjiang mangrove cuisine. As can be seen from the analysis results of centralized trends in Table 4 above, the minimum values are all one and the median values are all three. Respondents perceive a strong trend of performance concentration, and there are no abnormal values in the data, so they can directly describe and analyze the average value. The order of variables with an average value of ≥ 3 is historical and cultural background, freshness, tableware, food taste, nutritional value, dining environment, cooking style, service attitude, surrounding traffic, sanitary condition, waiter appearance, menu making,

decoration style, food portion, plate setting design, WiFi signal, entertainment activities, popularity, and price level, which shows that the respondents are satisfied with the above variables. The average value of < 3 is local characteristics, indicating that the respondents are not satisfied with the variable of local characteristics.

It can be seen from the results of dispersion analysis that the standard deviation fluctuates between 0.801 and 0.898, and the variance fluctuates between 0.641 and 0.807. The kurtosis values of the above variables are all greater than 0, indicating that the distribution of respondents' perceived performance is steep (high-pointed). The skewness values of the above variables are all less than 0, that is, the distribution presents a left-leaning shape.

Residents' Overall Evaluation of Mangrove Cuisine

Of the 198 respondents in this survey, 36 were quite satisfied with the overall evaluation of mangrove cuisine (18.18%); 116 people were satisfied with the overall evaluation of mangrove cuisine (58.59%); there are generally 41 people (20.71%); two people were dissatisfied (1.01%) and three people were quite dissatisfied (1.52%). It can be seen that the comprehensive evaluation of mangrove cuisine in Zhanjiang has been recognized by most interviewees, but there is still room for improvement.

Willingness of Residents to Recommend Mangrove Cuisine to Relatives and Friends

Most of the respondents in this survey expressed their willingness to recommend mangrove cuisine to relatives and friends, accounting for 48.99%; quite willing, accounting for 26.26%; generally willing, accounting for 21.72%; unwilling accounting for 1.01%; quite reluctant accounted for 2.02%. According to the data results, it can be seen that most residents are willing to recommend mangrove cuisine to their relatives and friends.

Correlation Analysis Between Demographic Characteristics and Residents' Perceived Satisfaction

SPSS 17.0, we can realize the correlation analysis process between demographic characteristics and residents' perceived satisfaction. According to Table 5, among the 20 variables perceived by residents, two variables are food taste (0.163) and freshness (0.148), which have a significant positive correlation with gender. Among the 20 variables of respondents' age and residents' perception, none has a significant relationship with age. Among the 20 variables of respondents' education level and residents' perception, except for the variable of local characteristics, other variables have a significant relationship with education level and are positively related. Among the 20 variables of respondents' occupation and residents' perception, one variable (-0.144) has a negative correlation with occupation. Among the 20 variables of respondents' monthly income and residents' perception, 14 variables have a negative correlation with monthly income. They are food taste (-0.182), nutritional value (-0.227), freshness (-0.207), cooking style (-0.190), food weight (-0.174), menu design (-0.198), historical and cultural background (-0.156), popularity (-0.250), entertainment activities (-0.271), price level (-0.198), dining environment (-0.178), hygiene status (-0.201), service personnel appearance (-0.142), and WIFI signal (-0.146).

It can be seen that there are significant differences in the perception factors of the utility value of Zhanjiang mangrove cuisine among residents of different genders, which may be related to personal personality, concepts, and other factors. Residents of different ages have no significant influence on the food perception factors of Zhanjiang mangrove. Residents with different education levels have quite significant differences in the perceived factors of utility value, aesthetic value, and service value of mangrove cuisine in Zhanjiang, because the perception of mangrove cuisine also needs a certain knowledge background. Residents of different occupations have quite significant differences in the aesthetic value of Zhanjiang mangrove cuisine, and the aesthetic needs

of different occupations are also different. Residents with different monthly incomes have quite significant differences in the perceived factors of utility value, aesthetic value, and service value of Zhanjiang mangrove cuisine. The higher the income, the higher the dietary requirements of people, and the more likely they are to be attracted to the mangrove scenic spot to taste delicious food.

Table 5

Correlation Analysis Table Between Demographic Characteristics and Perceived Satisfaction

Variable	Gender		Age		Degree of education		Occupation		Average monthly income	
variable	Relevant coefficient	P value	Relevant coefficient	P value						
U1	0.163*	0.022	-0.1	0.162	0.209**	0.003	-0.082	0.251	-0.182*	0.010
U2	0.09	0.028	-0.102	0.155	0.177*	0.012	-0.052	0.463	-0.227**	0.001
U3	0.148*	0.038	-0.046	0.518	0.179*	0.012	-0.047	0.515	-0.207**	0.003
U4	0.084	0.242	-0.056	0.433	0.235**	0.001	-0.102	0.154	-0.190**	0.007
U5	0.085	0.232	-0.04	0.579	0.221**	0.002	-0.074	0.303	-0.174*	0.014
U6	0.062	0.384	-0.072	0.314	0.102	0.154	-0.080	0.262	-0.124	0.082
A7	0.047	0.511	0.019	0.796	0.027**	0.000	-0.144*	0.043	-0.131	0.065
A8	0.113	0.114	-0.038	0.594	0.276**	0.000	-0.076	0.284	-0.198**	0.005
A9	0.117	0.101	-0.051	0.476	0.018*	0.011	-0.062	0.383	-0.156*	0.028
A10	0.07	0.327	-0.031	0.665	0.191**	0.007	-0.061	0.390	-0.138	0.053
A11	0.057	0.428	-0.041	0.563	0.316**	0.000	-0.095	0.184	-0.250**	0.000
A12	0.031	0.663	-0.028	0.694	0.316**	0.000	-0.092	0.200	-0.271**	0.000
A13	0.08	0.265	-0.029	0.682	0.283**	0.000	-0.129	0.070	-0.198**	0.005
S14	0.044	0.538	-0.075	0.297	0.252**	0.000	-0.045	0.532	-0.212	0.003
S15	0.084	0.241	-0.08	0.263	0.200**	0.005	-0.062	0.385	-0.178*	0.012
S16	0.078	0.277	-0.047	0.508	0.242**	0.001	-0.095	0.184	-0.116	0.105
S17	0.109	0.127	0.084	0.238	0.270**	0.000	-0.139	0.050	-0.201**	0.004
S18	-0.008	0.914	-0.059	0.412	0.162*	0.023	-0.090	0.208	-0.134	0.060
S19	0.016	0.822	-0.082	0.251	0.172*	0.015	-0.057	0.424	-0.142*	0.046
S20	0.09	0.209	-0.058	0.42	0.274**	0.000	-0.048	0.499	-0.146*	0.040

Notes. * means significant at P < 0.05 level; ** means significant at the level of P < 0.01.

Conclusions and Suggestions

Research Conclusion

First, the study found that 76.77% of the respondents gave a positive evaluation of Zhanjiang mangrove cuisine. Residents' satisfaction with the perceived value of mangrove cuisine is the highest in historical and cultural details, the lowest in local characteristics, and the main factor affecting satisfaction is utility value. Secondly, in the demographic characteristics, gender has a significant impact on the utility value of mangrove cuisine perception value; education level has a significant impact on utility value, aesthetic value, and service value in mangrove cuisine value perception; occupation has a significant impact on the utility value, but not on utility value and service value; the average monthly income has a significant impact on the utility value, aesthetic value, and evaluation of Zhanjiang mangrove cuisine by residents with different gender, education level, occupation, and average monthly income.

Countermeasures and Suggestions

Government should strengthen support. Actively communicate with relevant departments, strive for the support of government departments for Zhanjiang mangrove cuisine, and pay equal attention to protection and development. On the one hand, it is necessary to increase the promotion of mangrove cuisine resources and culture, expand the diversity of mangrove cuisine, and launch more interactive food projects; on the other hand, the government also needs to provide certain policy support and financial guarantee. In addition, while paying attention to the sustainable development of mangrove cuisine resources, it should also do a good job in mangrove ecological environment protection.

Raise public participation awareness. First of all, we can make full use of newspapers, television, and other mass media to carry out extensive and in-depth publicity, introduce the characteristics and values of mangrove cuisine to the general public, and let more people know and understand mangrove cuisine; secondly, strengthen media publicity and create a good public opinion atmosphere; finally, various forms of experience activities are carried out to promote the public to pay attention to mangrove cuisine and participate in it.

Increase publicity channels to enhance visibility and reputation. To publicize mangrove cuisine, we can hold a "Mangrove Cuisine Festival", set up a website, establish a WeChat official account, make full use of the "internet plus" platform, establish an online mangrove cuisine exchange platform, provide rich and varied information services for the masses, and also make brochures and use local celebrities to enhance popularity. Secondly, it should pay attention to innovation and improvement of service methods, enhance the sense of responsibility and enhance professional quality, and effectively implement these strategies in the context of the development of the new era in order to better spread and promote mangrove cuisine culture.

Pay attention to the inheritance of characteristic cuisine culture. Zhanjiang mangrove grows in seawater, which has high medicinal value and strong ornamental value. Characteristic food is the "taste" of a city, and it is also the "historical data" of the city's cultural genes passed down from generation to generation. The survey found that the respondents were not satisfied with the variable of local characteristics, so it is necessary to combine the layout of characteristic food blocks with mangrove scenic spots to create characteristic food blocks, and carry forward and inherit traditional food culture, which can not only stimulate the city's economic development, but also better reflect local characteristics and improve residents' satisfaction, thus making mangrove cuisine a characteristic cultural brand.

Research Prospects and Shortcomings

Although the academic circles have made quite rich research results on the value perception of food, there is a relative lack of in-depth discussion on the specific research objects. Secondly, this study uses the questionnaire email sent by sojump.com for empirical analysis. However, its research scope is not targeted, so its universality is limited. There are also some problems and limitations for the participants of the questionnaire and the samples themselves. At the same time, the limited sample size caused by the particularity of the questionnaire recovery time also affects the final result to some extent. All these require us to further improve and supplement in the future. Finally, this paper puts forward corresponding countermeasures and suggestions for the problems reflected in the questionnaire data, hoping to provide some reference opinions for enterprises and consumers.

References

- Guan, X. L., & Zhang, Y. L. (2023). The influence of leisure activities on residents' well-being-an empirical study based on CGSS2017. *Times Economics and Trade*, 20(1), 21-25.
- Kwun, J. W., & Oh, H. (2008). Effects of brand, price, and risk on customers' value perceptions and behavioral intentions in the restaurant industry. *Journal of Hospitality & Leisure Marketing*, 11(1), 31-49.
- Li, D. H., & Zhang, S. Y. (2016). A study on tourists' perception of food tourism value based on IPA analysis. *Tourism Research*, 8(5), 49-55.
- Li, W. F., Shi, S. X., & Yuan, L. (2022). Study on leisure lifestyle differences between urban and rural residents and its influencing factors. *Tourism Guide*, 6(5), 50-68.
- Lu, C. B., & Xu, T. R. (2021). Dimensions and focus of perceived value of online celebrity restaurant tourists—An empirical study based on network text analysis. *Gourmet Research*, 38(1), 33-42.
- Peng, Y. P., Li, Q. N., Liu, Y., & Zhao, X. H. (2020). Analysis of tourists' perception of Qitai special cuisine-taking Jiangbulake scenic spot as an example. *Agricultural Outlook*, 16(4), 139-143.
- Petrick, J. F. (2002). Experience use history as a segmentation tool to examine golf travellers' satisfaction, perceived value and repurchase intentions. *Journal of Vacation Marketing*, 8(4), 332-342.
- Ryu, K., Han, H., & Kim, T.-H. (2007). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459-469.
- Ryu, K., Lee, H.-R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- S ánchez, J., Callarisa, L., Rodr guez, R. M., & Moliner, M. A. (2004). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394-409.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Wright, O., Frazer, L., & Merrilees, B. (2007). McCafe: The McDonald's co-branding experience. *Journal of Brand Management*, 14(6), 442-457.
- Xu, J. R. (2020). Study on the influence of perceived value of food on tourists' behavior intention. Journal of Leshan Normal University, 35(2), 69-74+89.
- Xu, Y., Zheng, Y. L., Lu, L. Q., & Lu, L. (2020). Study on the value perception of urban residents' food tourism from the perspective of IPA. *Resource Development and Market*, 36(3), 315-319.
- Yang, L., & Zhang, Y. (2020). Study on the residents' perception of local food tourism value in Shunde. Food Research, 37(4), 27-34.
- Yu, L., & Yang, L. (2021). Study on tourists' value perception of Guangzhou gourmet tourism. Special Zone Economy, 39(6), 120-122.