

Auctions - Donation based culinary subscription platform

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Abstract

This platform is a platform that broadcasts the chef's cooking scenes live and teaches individual subscribers personalized cooking through auctions. The platform delivers the chef's hands-on cooking demonstration to customers in real time, and the auction-winning customers get the opportunity to participate in exclusive live broadcasts with the chef. This provides customers with an immersive learning experience, providing them with an opportunity to enhance not only culinary knowledge but also in-depth understanding and practical cooking skills. This platform places a lot of weight on social contributions beyond just commercial purposes. The dishes created by the chef through live broadcasts are delivered directly to the socially underprivileged, especially the vulnerable in need of help, in collaboration with donor organizations. This demonstrates that cooking can be a means of embodying social values, not just commercial activities. In this way of operation, we want to realize a culture of sharing through cooking and combine the platform's existence value with social responsibility. Additionally, the platform provides customers with a variety of sales methods, with some popular content produced as meal kits based on clicks, subscriber reactions, and evaluation by restaurant experts. These meal kits are provided on a regular basis through the subscription system or sold in a way that the general consumer can also purchase individually. Some of the profits from meal kit sales lead to donations again, allowing the platform to have a virtuous cycle structure that continues to create social value. In conclusion, the platform redefines the modern culinary experience through a model that combines advanced culinary education with social sharing. It is creating a sustainable ecosystem that provides subscribers with special cooking experiences and in-depth academic opportunities, and at the same time provides practical help to the socially underprivileged through donations and sharing. Closely combined with culinary education, interaction, and social responsibility, the platform contains innovative attempts to incorporate the educational and social values of cooking to shed light on its new meaning and value.

Keywords: donation, foodservice, personalized, subscription, platform

1. Introduction

The restaurant industry is a major service industry that fulfills basic human needs, and its share in the national economy is increasing with economic development. In addition, with the rise of single-person households,

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more people are living alone, making it essential to engage in learning activities for productive and active aging. As such, people are actively participating in education and demanding various educational programs to satisfy their educational needs, develop themselves, and diversify their hobbies [1]. The era of personalized services that reflect the tastes and personality of each customer has begun. The spread of contactless culture is accelerating digital transformation across industries, making data-driven hyper-personalized services an important area [2]. A system that collects and analyzes customer data and recommends what they really need is an essential part of personalization. This paper aims to provide a platform service for the era of personalized services by converging personalized services and food services. The company will also offer meal kits, which are seeing high growth due to the rise of single-person households. Part of the proceeds from the platform will be donated to the underprivileged through public interest organizations periodically in conjunction with Meal kit.

2. Research Background

2.1 Platforms

The proliferation of smartphones and the emergence of several mobile apps has led to a wide range of transactions being conducted through online platforms [3]. The platform business model is characterized by a two-way street, where producers and consumers are connected in a variety of ways. Producers and users have a highly arbitrary connection structure, which experts call a two-sided market [4]. Originating from the two-sided market theory of economics, the platform business model is considered to be an important innovative business model for companies in various industries today because it generates network effects through transactions between suppliers and demanders, creating new business ecosystems and innovations. For this reason, platform business models are being used especially in the IT and mobile industries to generate sustainable revenue and strengthen market dominance [5]. With the advent of the Fourth Industrial Revolution, represented by big data, cloud, and artificial intelligence, the market structure is rapidly shifting toward platform companies. The proportion of platform companies among the top global market capitalization companies has increased from only two in 2010 to six in 2021, including Apple, Microsoft, Alphabet, Amazon, Facebook, and Tencent, with a combined market capitalization of approximately \$8.3 trillion. The growth of platform companies is also evident in the startup space, with 57.9% of all unicorn startups identified as platform companies in 2020. In Asia, the proportion reached 86.1%. Looking at domestic unicorns alone, 11 out of 19 are platform companies [6].

2.2 Subscription Services

The subscription service model can generate relatively stable revenue because customers make regular, ongoing purchases. The subscription economy is a form of economic activity in which consumers pay a subscription fee for a period of time to receive goods or services on a regular basis. Unlike traditional one-time purchases, consumers pay upfront and receive a steady stream of products or services they want according to a plan [7]. The subscription economy can be characterized by three main characteristics. First, the subscription economy provides customized products and services to individual consumers. By analyzing many user data, it is possible to suggest optimized products and services to new users, reducing the time spent on selection and improving user satisfaction. Second, it is possible to provide products or services to individual consumers on a regular basis. This is supported by the recent growth of the distribution industry, such as logistics delivery, which allows users to receive products or services at their convenience, when and where they want. Third, the subscription economy offers consumers the opportunity to choose from a variety of products or services.

Instead of being limited to a single product or service, the subscription economy opens up the possibility of experiencing multiple products and services. This allows users to pay a set fee and have access to a variety of products and services that change periodically to suit their needs and time [8].

2.3 Donation-based platforms

In the modern world, companies contribute to society in a variety of ways. One of the most common is social contribution, which is based on corporate social responsibility (CSR). In particular, corporate donations are noteworthy for their importance and scale [9]. Concerns about the polarization of the economy due to the advancement of capitalism, the inability of various economic actors to adapt to the market economy, and the limitations of the capital market for the rich and poor have been raised in various parts of the global economy. In Korea, there are also voices about the need to fulfill various social demands that appear in the global capitalist economy. As a response to these social demands, not only government-led social welfare approaches in the public sector, but also alternative problem solving through the social economy or social enterprises in the private sector are emerging as a useful way to meet the various social demands faced by modern society together with various actors [10]. Auction- and donation-based platforms can have a positive social impact because they support charitable causes, encourage social responsibility, and empower the underprivileged.

3. Study the Structure of Auction-Donation-Based Culinary Subscription Platforms

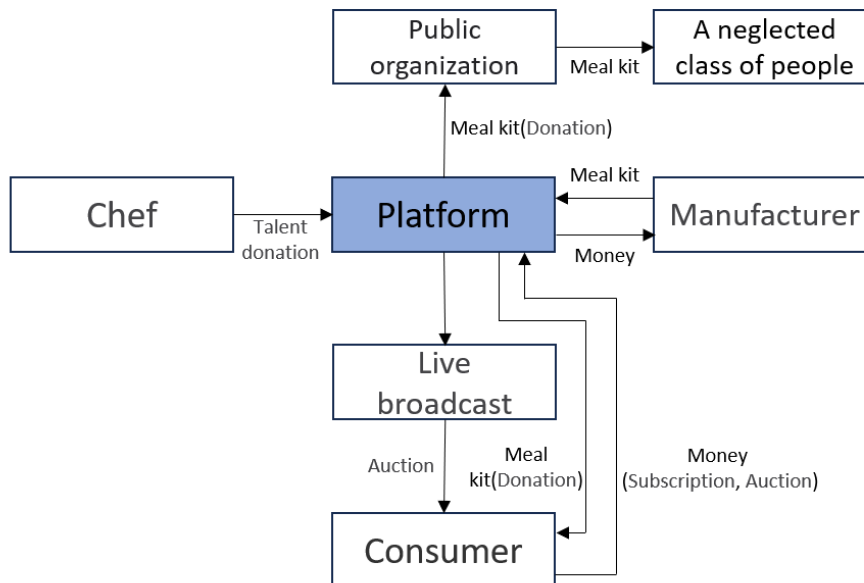


Figure 1. Platform diagram

Figure 1 is a block diagram of the auction-donation-based culinary subscription platform system. This is a platform that solicits talent donations from chefs, broadcasts live footage of chefs cooking and offers cooking lessons to individual subscribers through auctions. The winning content is auctioned off and the cooking class is conducted through a live broadcast where the customer and the chef interact one-on-one. The winning content will be broadcast live to each bidder in real time by announcing the chef's profile, cooking menu, and time. The food featured in the live broadcast will be a selection of the chef's signature dishes or dishes that

may be difficult to make from a recipe alone. The live broadcast is only available to the subscribers who won the auction. There is a time lag between the auction and the live broadcast as the winning bidder needs time to purchase the ingredients. Even if the winning menu is purchased through an auction, the content is owned by the platform. List the chefs who donate their talents on the platform and announce their live broadcast times by day and time zone. As the chefs donate their talents to the socially disadvantaged, they will be reported and promoted through the media. In addition, the platform will promote the social activities of chefs through a public culinary busking program using the specialties of basic local governments and will also provide content to encourage the sale of local specialties. Recipes from live broadcasts broadcast through the auction system are released to the platform's subscribers after a certain period. Subscribers are consumers who have registered on the platform and can subscribe to content by paying a subscription fee based on their tier. In addition, dishes that are "highly publicized recipes" from the featured chefs or "recipes that the chefs want to share" will be available on the platform only to subscribers. A subscription service is a distribution service in which a consumer pays a certain amount of money to receive periodic deliveries of goods or services from a supplier. The demand for subscription economy is continuously increasing because it eliminates the need to purchase goods frequently and provides quality products at a lower price than the market price. The subscription economy is characterized by providing personalized services based on customer data [11]. After the live broadcast, subscribers can rate the recipes by rating, recommending, and pinning them. The most popular recipes are evaluated by the platform's restaurant expert reviewers and made into meal kits and sold to subscribers. Meal kits are commercialized through professional meal kit manufacturers, including the image of the chef who created the menu. Customers can purchase the meal kits by using the subscription service or through online shopping. Revenue from meal kit products is shared between the platform and the chef. With a subscription service, you can receive monthly or weekly meal kits at a lower price than you would normally pay, and you can also have a menu on the platform that is exclusive to subscribers. All revenue generated by the platform is donated in part. For example, the proceeds from meal kits or subscription services are distributed in a proportional way between the platform and the chef, excluding the first donation. When you donate, you will donate not only the proceeds but also the meal kits, including those that are about to expire and those that can be distributed if the quantity is too small, and they are regularly donated to the underprivileged through welfare centers, food trucks, and other public organizations. The chef's food created through the live broadcast will also be donated to nearby neighbors in need through delivery or other means. The platform will sign MOUs with NGOs and authorized organizations. Priority will be given to organizations that are already providing food to the underprivileged, and organizations that can apply tax benefits for donations to improve transparency of donations.

4. Conclusion

In this paper, we designed an auction-donation-based culinary subscription platform. The platform solicits talent donations from chefs to broadcast live cooking classes. A portion of the proceeds will be donated to a recognized organization. All proceeds from the platform will be donated to Meal kit, and a new category for announcements and certificates will be created to post things like photos with officials of public interest organizations to give them transparency and credibility. This will allow subscribers to have more faith and trust in the donation, and they will be able to spend with good awareness and without distrust. By donating a portion of all proceeds back to society, the platform's social image will improve, and more chefs will want to donate their talents. This virtuous cycle is expected to raise awareness of the culture of donation. In the future, we plan to build a wellness content recommendation service system unique to the platform, not only for meal kits, so that you can receive personalized diets and nutritional supplements through a subscription service that

considers your constitution and recommended eating patterns.

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