

# The Application of Confucian Benevolence--Taking Haidilao in Quanzhou as an Example

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**Abstract**—"Confucian culture has a history of thousands of years in China, which has a profound impact on Chinese thinking. In modern times, many enterprises have been influenced by Confucian culture." [1] With the continuous development of China's economic level, people's dietary requirements are getting higher and higher. Many new catering enterprises have quickly entered people's eyes. Haidilao, with its excellent service quality, has rapidly become a very representative company in China's catering industry. The "benevolence" in Confucianism plays an extremely important guiding role in Haidilao's rapid development. This survey will take "benevolence" in Confucian culture as the theme, hoping to increase their understanding of marketing through investigation and analysis, and at the same time put forward some feasible suggestions for the marketing strategy of catering industry.

**Keywords**—*Confucianism, seeking benevolence from the bottom of the sea*

## I. APPLICATION OF CONFUCIANISM IN HAIDILAO

### (1) Brief introduction of Haidilao Company

"Haidilao is a restaurant company founded in 1994, founded in Mianyang City, Sichuan Province. Its main business is Sichuan-flavored hot pot. It is well-known throughout the country for its meticulous customer service." [2] After so many years of development, Haidilao has become one of the largest catering chains in China. Haidilao has been so successful that its unique management mode plays a very important role. Haidilao has a unique way of management, so that both employees and guests have a "home" feeling, come to Haidilao, whether cooks, waiters, managers are full of enthusiasm for work and human management touched, which is precisely an important reason why Haidilao can develop to such a large scale today. Because. Haidilao's core values are striving for success and changing fate with both hands. And Haidilao's humanization concept is the core culture that promotes the company's growing. Driven by this core culture, many new catering management modes have emerged, such as non-assessment of profits, the apprenticeship system and so on.

### (two) application of "benevolence" in sea fishing

"Benevolence" is the core idea of Chinese Confucian culture. It means that people should love each other. Confucius regards benevolence as the highest moral principle, and benevolence is the core part of Chinese traditional culture. It can be said that the establishment of the moral system of the whole Chinese culture is based on "benevolence". Basic. In the management of seafloor fishing, we can see that "benevolence" has a great influence on it.

"Benevolence" has played an important role in the treatment of seafloor workers. In the selection of employees, bailing has abandoned the modern management discipline, such as the way of selecting employees with remuneration requirements and work experience, but rather "benevolence" as the criteria for selecting employees. When choosing employees, the first thing to see is whether employees have a kind and benevolent heart, and every employee who goes into the sea fishing work, regardless of qualifications, must start at the bottom and feel the culture of the enterprise from all aspects. This also reflects a concept of equality for all. At the same time, seafloor fishing also reflects the idea of benevolence in dealing with employees. All employees are treated as family members. They really treat every employee well and give them some authority to deal with work problems, so that employees feel at home.

The "benevolence" in Confucianism is most vividly reflected in the treatment of customers on the sea. "Benevolence" has the sense of being reasonable and can be considerate for others. When we deal with customers on the sea bottom, the employees of Bahai have a mindset that pays attention to all details and personalities for every guest. At the same time, customers can also get employees' recognition through point rate, increasing interaction and feedback between the two sides. Seabed's extremely dedicated service quality enables customers to get beyond their imagined service and continuously enhance their customers' goodwill. It can be said that "benevolence" is everywhere in the sea, and is the most important secret of success.

## II. QUESTIONNAIRE ANALYSIS

This questionnaire is mainly carried out by hand. The respondents are Quanzhou citizens who have gone to Haidilao for consumption. The questionnaire is designed in a single way. In the process of questionnaire design, sensitive questions are avoided and the privacy of the respondents is not disclosed.

A total of 70 questionnaires were sent out, of which 50 were valid questionnaires with the first answer chosen as the valid one. The filling rate of multiple choice questions in valid questionnaires was 100%.

### (1) Basic information of respondents

#### 1. Sex composition of respondents

Of the 50 respondents, 21 were male, accounting for 42%, and 29 were female, accounting for 58%. In the survey, there were slightly more females than males, and the proportion of males and females was relatively balanced, which also showed that there was no problem of gender discrimination in the survey.

#### 2. Age composition of respondents

Of the 50 respondents, 7 were under 18, accounting for 14%; 24 were between 18 and 22, accounting for 48%; 15 were between 22 and 30, accounting for 30%; and 4 were over 30, accounting for 8%. Respondents were generally younger, reflecting that the survey was more representative of young people's attitudes.

#### 3. Respondents'working conditions

Thirty-five of the respondents had already worked, accounting for 70 percent, while 15 of them were still studying, accounting for 30 percent. The results show that most of the respondents have certain economic ability to independently support the consumption of seabed salvage.

### (2) Analysis of respondents'attitudes towards Haidilao

#### 1. Respondents'satisfaction with the service quality of Haidilao

Of the 50 respondents, 42 were very satisfied with Haidilao's service, accounting for 84% of the total number; 8 were satisfied, accounting for 16% of the total number; and 0 were unsatisfied. That is to say, all the respondents are quite satisfied with the service of Haidilao. It can also be seen that the service quality of Haidilao is really commendable.

#### 2. The most attractive part of seabed fishing

More than half of the respondents believed that the quality of service in Haidilao was the most attractive place, while nine people, or 18 percent, thought that the food flavor and dining environment were the most attractive characteristics of Haidilao. Therefore, most people think that the excellent service quality of seabed fishing is a key point for seabed fishing to gain market advantage.

#### 3. Respondents'willingness to recommend Haidilao to others

Of the 50 respondents, 90% were willing to recommend Haidilao to others, while only 10% were willing to recommend Haidilao to others. This shows that most people are willing to recommend this hotpot restaurant, but also from a side that Haidilao is very popular in the local.

#### 4. Respondents believe that there are still some problems to be improved in seabed fishing.

Among the 50 valid questionnaires, 44% of the respondents believed that the location of the restaurant needed to be improved; 40% of the respondents believed that the food taste needed to be improved; 10% of the respondents believed that there was room for improvement in the restaurant's environmental hygiene; and 6% of the respondents believed that the service quality of Haidilao needed to be improved. It can be seen that although respondents believe that there are various areas for improvement in Haidilao, they mainly focus on the location of restaurants and food tastes, while few people complain about the service quality of Haidilao. Therefore, the service quality of Haidilao is the key for Haidilao to achieve such excellent performance.

#### 5. Respondents'Overall Evaluation of Seabed Fishing

Of the 50 respondents, 38 said they had a very good impression of the overall performance of Haidilao; 9 said they were "good"; 2 said they were "normal"; and 1 said they were "poor". From this, we can see that most people have a very good overall impression of seabed fishing, indicating that seabed fishing has a very high position among customers.

### (3) Summary of questionnaires

A total of 50 valid questionnaires were obtained in this survey. The questionnaires were manually delivered, which ensured that they were conducted in Quanzhou area. From the results of the questionnaire, we can know that most of the respondents are young people with a certain income. Compared with middle-aged and elderly people, they are more willing to try fresh food. Therefore, they are more willing to go to the seabed to eat. By analyzing the respondents'attitudes towards Haidilao, we can know that the vast majority of users believe that Haidilao's service is the most attractive place for Haidilao, that is to say, service is the core competitiveness of Haidilao, and also reflects the concept of "benevolence" in Confucianism. At the same time, most of the respondents were satisfied with the overall level of seabed fishing, reflecting from the side that seabed fishing is very popular in society.

### 3. Problems in the Management Model of Combining Confucianism with Confucianism

The survey also interviewed grass-roots employees and managers in the management mode of Haidilao which combines with Confucianism. During the interview, we learned that Haidilao can achieve today's excellent results. This unique management mode played an important role. However, there are still some defects in the current management model.

#### (1) Overempowerment of employees

Decentralization can be said to be the most unique aspect of Haidilao's management model, but also the embodiment of the equality of all people pursued by "benevolence" in Confucianism. Zhang Yong, founder of Haidilao, said that only grass-roots employees know what's happening on the table and know the mentality of customers best"[3]. Therefore, the owner's power should be delegated to employees so that employees can enjoy the power only owners can enjoy in other restaurants, such as discount, free sheets, which is beneficial to Haidilao's ownership. Better service quality. However, there are both advantages and disadvantages. Decentralization of power will cause considerable problems. During the interview with Restaurant managers, it can be seen that the most worrying thing for managers is that bad employees abuse their power for personal gain, which is a tremendous test for managers. Means of seeking personal gains are also emerging in an endless stream. Some employees make profit by "eating order" for customers who order a lot of dishes. That is to say, the number of dishes served is less than the actual number of orders ordered by customers. After serving, when the dishes are returned to the kitchen, the money will be refunded without communicating with the customers and letting the customers know. Think that the dishes they ordered are already on the shelf, and the extra part is borne by customers, but the money is in the pockets of employees. This behavior seriously affects the interests of customers and the reputation of Haidilao. However, in the current management system which requires full trust in employees, such a thing is unavoidable. Therefore, for Haidilao, the delegation of too much power to employees is absolutely a severe test.

#### (2) Excessive power of customers

"Benevolence" in Confucianism means "fraternity". The love of customers gives Haidilao considerable rights to customers. Haidilao will make every effort to meet the needs of customers, even discount requirements. At the same time, this is the fundamental reason why Haidilao creates the best service. [4] To provide services beyond the imagination of customers, the original purpose of Haidilao was to surprise and delight customers, but in the actual operation, there are many unexpected problems. These problems have also become a severe test of seabed fishing.

In interviews with grass-roots employees, we can see that their biggest problem is how to deal with some low-quality customers, so as to recover the company's meaningless losses. As the saying goes, "Passing through the door is also a guest." Faced with low-quality guests, Haidilao must also have a non-discriminatory attitude to meet them as far as possible.

Employees responded that at work, some guests, for their own benefit, had experienced a birthday discount, and when they came to Haidilao for the second time, they also asked for a discount, and said that if they could not enjoy the same discount, they would complain to Haidilao.

### III. SOLUTIONS TO THE CURRENT MANAGEMENT PROBLEMS OF HAIDILAO

#### (1) Reasonable control of employee power

"Haidilao's authorization management can be said to be the deepest enterprise in the catering industry. Every employee has the same flexibility as the boss in treating customers." [5] Deep empowerment gives employees the basis to abuse their power, and bad employees will have the opportunity to seriously affect the company's interests.

Therefore, it is necessary to restrict the power of employees in the company to some extent. The author believes that every branch in Haidilao can be regarded as a relatively small and closed working environment, and the colleagues in Haidilao will be together when they work and rest. Therefore, it is an extremely effective measure to establish the internal supervision mechanism of employees, so that the employees of the company can supervise each other internally, which can effectively restrain the bad behavior of employees, thereby reducing the abuse of power of grass-roots employees.

With Haidilao's restaurant now in full size throughout the country, personnel management is a very difficult thing, it is difficult to ensure that every recruited employee meets the ethical requirements set by Haidilao. Moreover, Haidilao has very good employee treatment, it is right and wrong to ensure that employees work with a good heart. Often difficult, therefore, it is quite necessary to adjust the personnel strategy, also in line with modern management principles.

#### (2) Face customers with correct concepts

The phrase "Customer is God" has been used to the extreme in Haidilao. Employees in Haidilao will use all means to satisfy customers' requirements and have a "love" heart to face all customers. However, customers will not necessarily face their employees because of their sincerity, but also with a sincere heart. Work, sometimes, some morally inferior customers will deliberately use the sincerity of employees, with a malicious heart to face employees, these customers will not only lead to damage to the interests of the company, but also greatly reduce the enthusiasm of employees. Haidilao is a modern enterprise, which needs to operate and gain profits. If the customers with low moral quality keep appearing, it will greatly affect the interests of the company, even destroy the normal operation of the company, but it will let the so-called. The "benevolence" has hindered its own development. Therefore, when implementing the concept of Haidilao, we must also think clearly, not always unconditionally, but also for the development of our company.

Haidilao must come up with a set of correct ways to deal with low-quality customers. Because Haidilao has grown very strong in the current development and has a very good reputation in the whole society, "so it has a certain buffer capacity in dealing with negative news. The company can consider sacrificing some reputation to establish a customer blacklist system." [6] The unreasonable demands of customers who come repeatedly with malicious intentions are bold to say. "No". Only in this way can we fundamentally solve the problem of bad customers.

### (3) Re-formulating the talent introduction plan

In view of the special management policy of catering industry and Haidilao, most high-quality talents are reluctant to work as a grass-roots staff in Haidilao, but Haidilao has a very high demand for high-quality talents. Therefore, the author believes that we can adjust and improve the employee strategy of Haidilao, "Every employee should start at the grass-roots level", in order to continue to absorb the arrival of new employees, so as to ensure that the company has enough talent.

In addition, due to the increasing scale of Haidilao, the overall management is completely different from that of a small restaurant, so the quality requirements of managers are getting higher and higher. We can also consider recruiting some high-quality talents with professional management experience and excellent management strength from other industries. Seabed fishing, so that seabed fishing can be guided by professional management, so that performance continues to rise.

## IV. CONCLUSION

Haidilao is the fastest-growing and largest chain hotpot enterprise in China. Its high-quality service quality is a shining point to attract customers. The rapid development of Haidilao is inseparable from the "benevolence" of Confucianism, which Haidilao has always pursued. Now, Haidilao's ideas follow the actual operation. All kinds of contradictions have exerted a lot of influence on the operation and construction of Haidilao. Through this survey, we realized that "benevolence" in Confucianism has a very important guiding significance for Haidilao's service. The love of company employees makes most people in society satisfied with Haidilao. However, the practice of "benevolence" also produces problems such as: too much power of employees and customers, and insufficient talent. In this way, feasible solutions are put forward from three aspects: reasonable control of employee power, correct attitude towards customers and re-formulation of talent introduction plan.

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