

# THE STUDY OF CONSUMER BEHAVIOR FOR DAY CARE AND TUTORIAL CENTERS

邱定雄、劉原超

E-mail: 9017506@mail.dyu.edu.tw

## ABSTRACT

OVER THE PAST FEW YEARS, TAIWAN'S ECONOMY HAS GROWN QUICKLY, NATIONAL INCOME HAS INCREASED CONSTANTLY, AND THE STANDARD OF LIVING HAS RISEN. WITH THE NEED OF SOCIAL PROGRESS, THE CHANGE OF FAMILY STRUCTURE AND LIFE-STYLES, MORE AND MORE WOMEN ARE URGED TO ENTER THE EMPLOYMENT MARKET, WHICH HAS RESULTED IN THE PROBLEM THAT NO PARENTS ARE ABLE TO TAKE CARE OF THEIR ELEMENTARY SCHOOL STUDENTS AFTER SCHOOL. THEREFORE, THE DEMAND FOR DAY CARE AND TUTORIAL CENTERS TO LOOK AFTER CHILDREN FOR PARENTS WHILE THEY ARE STILL AT WORK HAS BECOME MORE AND MORE IN DEMAND. FROM A SALES AND MARKETING POINT OF VIEW, THIS PAPER TRIES TO RESEARCH INTO THE PERCENTAGE OF ELEMENTARY SCHOOL STUDENTS WHO GO TO DAY CARE AND TUTORIAL CENTERS AND THE KEY FACTORS WHICH AFFECT THE PARENTS IN DIFFERENT AREAS TO MAKE A DECISION, I.E., THE CONSUMER BEHAVIOR IN URBAN AREA AND RURAL AREA. THE RESULTS ALLOW THE DAY CARE AND TUTORIAL CENTER OPERATORS TO UNDERSTAND NOT ONLY THEIR TARGETS AND RELATED AREAS, BUT ALSO THE PARENTS' EXPECTATIONS AND NEED OF THE SERVICE IN URBAN AREA AND RURAL AREA. THEN, THEY CAN ENHANCE THE PROVISION OF THE SATISFYING AND DESIRED SERVICE TO CONSUMERS IN URBAN AND RURAL AREAS. IN ADDITION, THEY CAN REALIZE THE PREFERENCE OF CONSUMERS AND THE POSSIBLE AFFECTING FACTORS. THUS, THE END RESULT OF THE RESEARCH PROVIDES SOME STRATEGIC SUGGESTIONS TO THE DAY CARE AND TUTORIAL CENTER OPERATORS AND HELPS THEM ACHIEVE THE GOAL OF SUSTAINABILITY. THE EVIDENCE HAS REVEALED THAT: 1.FOR THE PERCENTAGE OF ELEMENTARY SCHOOL STUDENTS WHO GO TO DAY CARE AND TUTORIAL CENTERS, THERE IS AN OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 2.FOR THE PERCENTAGE OF ELEMENTARY SCHOOL STUDENTS WHO GO TO DAY CARE AND TUTORIAL CENTERS, THERE IS LITTLE OR NO CONNECTION WITH PARENTS' SEX, AGE, EDUCATION LEVEL, BUT THERE IS A STRONG CONNECTION WITH THE FAMILY INCOME AND PARENTS' VOCATIONS. 3.FOR THE PARENTS' ATTITUDE TOWARDS THE CONTENT OF THE DAY CARE AND TUTORIAL CENTERS, THERE IS AN OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 4.FOR THE PARENTS' NEED OF VARIOUS TALENT PROGRAMS AFFILIATED TO THE DAY CARE AND TUTORIAL CENTERS, THERE IS NO OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 5.FOR THE PARENTS' EXPECTATION OF THE TEACHING CONTENT, THERE IS NO OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 6.FOR THE PARENTS' ATTITUDE TOWARDS THE EXISTENCE OF THE DAY CARE AND TUTORIAL CENTERS, THERE IS NO OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 7.FOR FACTORS THAT PARENTS TAKE INTO ACCOUNT, WHILE CHOOSING A DAY CARE AND TUTORIAL CENTER, THERE IS NO OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 8.FOR REASONS THAT PARENTS SEND CHILDREN TO DAY CARE AND TUTORIAL CENTERS, THERE IS NO OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 9.FOR THE PARENTS' CONSUMER BEHAVIORS, THERE IS AN OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. 10.FOR THE COMPARISON OF DAY CARE AND TUTORIAL CENTER'S PROFIT AND PARENT'S MONTHLY AVERAGE INCOME, EDUCATION LEVEL, VOCATIONS AND DIFFERENT INFORMATION SOURCES, THERE IS AN OBVIOUS DIFFERENCE BETWEEN URBAN AREA AND RURAL AREA. THE RESEARCH HAS SHOWN THAT, AT PRESENT, 41.99 PERCENT OF STUDENTS GO TO DAY CARE AND TUTORIAL CENTERS AND 58.01 PERCENT OF STUDENTS DO NOT. THEREFORE, THE DAY CARE AND TUTORIAL CENTER MARKET IS NOT SATURATED. THERE IS STILL A LARGE MARKET TO DEVELOP. THE DAY CARE AND TUTORIAL CENTER OPERATORS HAVE TO REALIZE WHERE THE CUSTOMERS ARE, AND FOCUS ON THE NEED AND DESIRED QUALITY SERVICE OF THE PARENTS. IF THEY CAN SUPPLY SATISFYING SERVICE, THEY CAN ESTABLISH PROFITABLE DEVELOPMENT.

Table of Contents

第一章 緒論 第一節 研究動機與目的--P1 第二節 研究問題--P5 第三節 研究假設--P6 第四節 相關名詞的定義--P8 第五節 論文架構--P10 第二章 相關理論及文獻探討 第一節 服務業行銷理論--P13 第二節 消費行為理論--P27 第三節 市場區隔理論--P30 第四節 國民小學教育及安親班相關理論--P37 第三章 研究假設與方法 第一節 研究架構--P48 第二節 研究流程--P49 第三節 研究對象--P51 第四節 問卷設計與編制--P52 第五節 抽樣設計--P55 第六節 有效樣本的整理--P58 第七節 分析方法--P61 第四章 資料分析與結果 第一節 城鄉之間的學生上安親班的比率分析--P63 第二節 學生家長的人口統計與社會經濟變數對學生上安親班的比率分析--P64 第三節 學生家長期望安親班的服務內容分析--P67 第四節 才藝班分析--P70 第五節 安親班教學內容的分析--P72 第六節 安親班存在問題的分析--P74 第七節 選擇安親班時考慮因素的分析--P76 第八節 學生家長送小孩上安親班的理由分析--P78 第九節 安親班服務觀念的構面分析--P80 第十節 學生家長消費行為與經濟分析--P91 第十一節 城鄉學生家長的社會經濟分析--P96 第十二節 不同家庭所得對安親班服務利益變數的差異分--P99 第十三節 不同教育程度對安親班服務利益變數的差異分析--P100 第十四節 不同職業對安親班服務利益變數的差異分析--P102 第十五節 不同資訊來源對安親班服務利益變數的差異分析--P103 第五章 結論與建議 第一節 研究結論--P106 第二節 研究建議--P114 第三節 研究限制--P116 第四節 未來研究建議--P117 參考文獻 1.中文部分--P118 2.英文部分--P120 附錄 問卷--P122

REFERENCES

- 1.中文部分: 1.國立教育資料館編印 中華民國教育年報 中華民國八十九年二月出版 第45頁 2. 中華民國管理科學學會編輯部編著 管理新叢書系(7)「服務業經營錦囊」中華民國八十二年七月初版第3頁 3. 陳耀茂著 實戰智慧叢書204「服務品質管理手冊」中華民國八十六年三月出版 第6頁 4. PHILIP KOTLER原著, 陳振袁、陳振田編譯「行銷管理 - 分析、規劃與控制」五南圖書出版 民國七十九年四月 第648頁 5. BY, JAMES L, HESKETT 原著, 王克捷、李慧菊合譯 天下文化 61企管財經「服務業的經營策略」 原著書名(MANAGING IN THE SERVICE ECONOMY) 天下文化出版 1987年12月 6. PHILIP KOTLER 原著 方世榮譯「行銷管理學 - 分析、計劃、執行與控制」 東華書局 中華民國八十九年二版 第225-226、612-618頁 7. 方世榮編註「服務業營銷管理」 書泉出版社 80年1月 第7-13頁 8. 余朝權著「現代行銷管理學」五南圖書出版 民國八十四年 第265-269、760~765頁 9. 鄭玲玲撰 婦女的消費行為與消費者意識-職業婦女與家庭主婦之比較研究 台北 文化大學家政研究所碩士論文 民國75年 第8頁 10. 林維中撰 新舊高級耐久財購買行為之比較研究 - 電子琴與鋼琴之實例 台北 政治大學企業管理研究所碩士論文 民國66年 第12頁 11. 教育部編印「民小學課程標準」民國82年9月教育部修與發部 第2頁 12. 黃龍先、雷國鼎(1990)著「各國教育制度」第一章第五節 13. 王靜珠著「幼稚教育」民國79 第13-20頁 14. 陳惠齡 奧福音樂教學在幼兒教育上的應用,「國教月刊」42卷12期民國84年10月 第17頁 15. 鄭黛瓊, 兒童戲劇在幼兒教育上的應用「國教月刊」41卷 民國84年6月23 - 26頁 16. 盧美貴、蔡春美、江麗莉, 事業與風格 - 幼兒教育改革的現況與前瞻,「國教月刊」, 42卷 3、4 期, 民國84年12月 第2頁 17. 福爾曼幼教育管理機構(1992)「行銷管理」第45頁 18. 李金泉(1998) SPSS/PC+實務與應用統計分析, 台北巨流出版社 19. 黃俊英(1999) 行銷研究-管理與技術 華太文化事業公司 20. 榮泰生(1998) 企業研究方法 五南圖書出版公司 2. 英文部分: 1. AMERICAN MARKETING ASSOCIATION COMMITTEE ON DEFINITIONS "MARKETING DEFINITIONS:A GLOSSARY OF MARKETING TERMS"1960 2. BOOMS, B.H. AND BITNER, M.I., "MARKETING STRATEGIES AND ORGANIZATION STRUCTURES FOR SERVICE FIRMS", MARKETING OF SERVICE, AMERICAN MARKETING ASSOCIATION, CHICAGO, 1981 PP. 47 - 49. 3. VALARIE A. ZEITHMAL, "HOW CONSUMER EVALUATION PROCESSES DIFFER BETWEEN GOODS AND SERVICES, "IN MARKETING OF SERVICES, ED. JAMES H. DONNELLY AND WILLIAM R. GEORGE (CHICAGO: AMERICAN MARKETING ASSOCIATION, 1981) 4. DAVID A. GARVIN, MANAGING QUALITY (NEW YORK: THE FREE PRESS, 1988), ESPECIALLY CHAPTER 3. 5. A. PARASURAMAN, VALARIE A. ZEITHMAL, AND LEONARD L. BERRY, "A CONCEPTUAL MODEL OF SERVICE QUALITY AND ITS IMPLICATIONS FOR FUTURE RESEARCH, "JOURNAL OF MARKETING FALL 1985, P. 44. 6. WALTERS C. GLANN AND GORDON W. PAUL, CONSUMER BEHAVIOR-AN INTERGRATED FRAMEWORK, (HOMEWOOD, ILL. RICHARD D. IRWIN, IRWIN, INC., 1970), P. 7. 7. DAVID L. LOUDON AND ALBERT J. DELLA BITTA, CONSUMER BEHAVIOR (NEW YORK: MCGRAW-HILL, 1979), P. 5. 8. FRANCESCO M. NICOSIA, CONSUMER DECISION PROCESS MARKETING AND ADVERTISING IMPLICATIONS, (ENGLEWOOD, ELIFFS, NEW JERSEY: PRENTICE-HALL, 1979) P. 5. 9. JAMES F. ENGEL, ROGER D. BLACKWELL, AND DAVID T. KOLLAT, CONSUMER BEHAVIOR, 3RD ED. (HINSDALE, ILL.: THE DRYDEN PRESS, 1978), PP. 19-25. 10. PHILIP KOTLER, MARKETING MANAGEMENT: ANALYSIS, PLANNING, AND CONTROL, 3RD ED. (NEW JERSEY: PRENTICE-HALL, 1976), PP. 206-434. 11. ENGLE, JAMES F.; BLACKWELL, ROGER D. AND MINIARD, PAUL W., CONSUMER BEHAVIOR, 5TH ED., N.Y.: THE DRYDEN PRESS, (1986) PP. 16-17 12. SMITH, WENDELL R., "PRODUCT DIFFERENTIATION AND MARKET SEGMENTATION AS ALTERNATIVE MARKETING STRATEGIES", JOURNAL OF MARKETING, 1956, PP. 3 - 8