

Personal Characteristics and Purchase Motivation for Preschool Education Merchandise in Urban China

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ABSTRACT

Recently, with the economic revolution in China, people become feel the importance in education, especially in kindergarten education. According to that, the study focus on personal affection and buying motivation to China urban area's child education goods, and hope we can understand it to be the sample of someone who want to develop kindergarten education in China. China, Yunnan, geographic location is special, and have a lot of different race, that's why we choose Kuan-Ming to be the survey place. The study collect all motivation and behavior theory to be analysis framework, followed by reference to develop the ask paper to be the research tool, the people focus on six years old young child's family in Kuan-Ming area. According to effective ask paper, we found that China urban male and female concern the kindergarten education is the same, more and more high education people concerned about it, and now high education people increasing fast, the family average salary 2000 - 4000 RMB is large portion, 43.4%. and the people we survey, 73.3% people never been abroad. By the empirical study, use SPSS to analysis we found that people who buy the kindergarten goods personal character and buying motivation in buying timing was remarkable effect, and people affection and social customs promotion attract and someone's introduce was remarkable effected; people who buy the kindergarten goods, personal character and buying motivation in to kindergarten good's buying place and price also have remarkable effected. The abroad times to people choose kindergarten goods have highly effected, and we also found kindergarten goods buyer's personal character and buying motivation in buying kindergarten good's timing is remarkable effect. especially by using people affection, social customs to attract and someone's introduce is remarkable effected; and kindergarten buyer's personal character and buying motivation to goods buying place and price have remarkable effect. Because of china society is people rule, people affection and Guan xi is the main role in kindergarten goods consumer behavior, and by social custom and promotion attract, buying place and price to general consumer having effect. So, invest kindergarten goods in China area, we must choose the right position and do the market segmentation.

Keywords : child education goods, personal character, buying motivation, purchase behavior

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