

Effects of School Marketing Strategies on School Image and Parents' Loyalty in Elementary Schools

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ABSTRACT

In recent years, the decreasing birthrate in Taiwan has brought the elementary schools with the result that the supply outstrips the demand; furthermore, such a situation of imbalance becomes more and more serious in the near future. In order to solicit more students, each of the schools has to employ itself in marketing activities to survive the educational competitions. But whether the school marketing strategies have a great influence on the children's willingness to study is still insufficient for the academic researches in Taiwan. The key point of this study is to provide a method to show clearly the interactions of the relationships among school marketing strategies, school image, and parents' loyalty to make up the deficiency of academic researches. The way of this study is to analyze the student parents' opinions toward the school marketing strategies, which was held by questionnaire at the elementary schools in Chang Hua county. And what kind of the influential function do the activities of the school marketing strategies have in establishing school image and parents' loyalty? And explore mainly the linkage of the interactive relationships among them to offer the school authorities useful reference when they make their decisions of marketing strategies. The employed research tools included "Elementary School Marketing Strategies Attitudes Scale," "Corporate Image Attitudes Scale," and "Loyalty Attitudes Scale". The valid student parents' questionnaires total to 769, and the effective return rate is 63.3%, which are analyzed by using mean, standard deviation, t-test, one-way analysis of variance, Pearson's correlation, and multiple regressions. According to the analysis of the data, the results are as follows: 1. There is a correlated relationship between school marketing strategies and school image. Good school marketing strategies have positive effects on school image. The more satisfied the students' parents are with schools' marketing strategies, the better their image is. 2. Favorable school image has positive effects on parents' loyalty. The better a school's image is, the higher the parents' loyalty is to that school. 3. School marketing strategies, school image and parents' loyalty are all positively related. School image is found to have a significant mediating effect on the relationship between school marketing strategies and parents' loyalty. 4. The results of the study reveal that when it comes to the satisfaction with school marketing strategies, variables such as "background", "decision-maker", "income" show a noteworthy difference concerning the "promotion" dimension of educational marketing. As for the "place" dimension of educational marketing, the variable "decision-maker" shows a noteworthy difference. No obvious differences can be detected among other variables. Finally, based on the results of this research, some suggestions are proposed for school authorities and future studies.

Keywords : school marketing strategies , school image , parents' loyalty

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