

The Research of Consumption Behavior of Primary School Student towards Dancing

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ABSTRACT

Government promotes creative cultural industries in recent years. They hope schools and related industries to make creative cultural industries more prosperous. However, education is the cultural roots downward and upward extension of the best way. And education is the best method for dance to be promotion and popularization.

This study aimed to understand parents' children of elementary school, parents' movement motivation of choice dance schools in Taichung City. From a marketing point of view, firstly studying the concept of parents in their children's dance education seriously, and find the best promotion for dance industry's competitive niche. Secondly based on statistic variations of human populations, to explore what parents' standards of evaluation and satisfaction are, when they are considering a dance institute's backgrounds, systems, how much does it charge, the software/teaching, hardware/facility, and transportation conditions, the teaching and school environments, its teachers' levels, and the institute's curriculums. Using interview to survey, then do self-edited questionnaire to collect and analyze. Look forward to find a specific marketing strategy model to propose as the reference of the dance industry.

Keywords: Consumption Behavior, Dance institutions, Hierarchy of needs, E-K-B modal

1. Introduction

1.1 Background and Motivation

Children are consumers who are worthy of attention, from the point of view the concept of marketing. The steady growth of the domestic economy, parents pay attention their children's education seriously. The concept of children health becomes more gradual rise of consciousness for exercise. Children's Dance Sport educational

institutions, support to education and recreation service needs, are more increasing and popular in Taiwan.

1.2 Research Purpose

- (1) Consumer source gain for the information for where?
- (2) The elementary school parents choose dance institutions for what motives.
- (3) Parents choose dance institutions for what factors and evaluation standards. (background, system, fees, software and hardware equipment, transportation convenience, environment, teachers, course content).

2. Literature Review

2.1. Maslow's hierarchy of Needs

Abraham Maslow (1954) hypothesized every human being, there exists a hierarchy of five needs:

- (1) Physiological: Includes hunger, thirst, shelter, and other bodily needs.
- (2) Safety: Security and protection from physical and emotional harm.
- (3) Social: Affection, belongingness, acceptance, friendship.
- (4) Esteem: Internal factors such as self- respect, autonomy, and achievement, and external factors such as status, recognition, and attention.
- (5) Self-actualization needs: Drive to become what we are capable of becoming; includes growth, achieving our potential, and self-fulfillment.

2.2 E-K-B model

By three marketing scholars Engel, Kollate and Blackwell, the famous co-sponsored consumer behavior patterns, proposed from reaching the consumer to explore the process of decision-making consumer behavior in 1968. The model includes four parts:

- (1) Message input: the consumer marketing activities by enterprises and their information gathering on the issue a stimulus, and influence the purchase decision-making process.
- (2) Information processing: the contact information, including consumers, attention, understanding and awareness, acceptance and the preservation of phase information.
- (3) Decision-making process: This part of the core of the model, the consumer decision-making process consists of five stages, knowledge of demand, information gathering, program evaluation, purchase decision, purchase after the results.
- (4) Influence decision-making process variables: including personal characteristics, environmental and situational influence consumer buying behavior in the three important factors in decision-making process.

3. Research and Design and Methodology

3.1 Object and Sampling

The participants are children parents from dance art classes, dance groups, dance studios and other sports education institutions in Taichung City. To choice elementary students in grades 1 to 6 children parents in this study. And select 8 districts from Taichung City, there are East District, North District, Central District, Western District, South District, Dyi-Cha District, Shalu District, China-Shwi District. Objects are retrieved 300 samples from selected dance educational institutions

3.2 Research Instrument

The questionnaire is divided into three parts:

(1)Participation Motivation Inventory: Measuring motivation justification about parents choice the dance sports institutions.

(2)To consider participation factor scale: measuring considerations factors in the choice of parents to Dance exercise educational institutions.

(3) Demographic information: including child gender, age, dancing time, parent age, parent education level, parent occupation, family average income.

3.4 Scale and questionnaire pre-test

The questionnaire is combine form some master theses of consumer behavior research in dance art classes or cram school. Such as Chen, H.M (2001), Yang, C.C.(2002), Hung, I.J. (2006), Yu, W.L.(2006). And consider the characteristics of dance educational institutions in Taichung City to modify and compiled.

3.5Factor Analysis

The motivation scale has 23 questions. All questions are using 2 times through factor analysis, that KMO value is 0.771. To divide into four dimensions are: factor 1: health needs (6 questions) Cronbach α 0.874, factor 2: growth needs (6 questions) Cronbach α 0.874, factor 3: social needs (3 questions) Cronbach α 0.650, factor 4: aesthetic needs (3 questions) Cronbach α 0.745, all 23 questions have Cronbach α 0.905.

Considerations scale has 35 questions. All questions are using 2 times after factor analysis, KMO value is 0.822. To divided into seven dimensions are: factor 1: teachers and teaching quality (10 questions) Cronbach α 0.932, factor 2: evaluation and performance (5 questions) Cronbach α 0.896, factors 3: curriculum design and license (4 questions) Cronbach α 0.810, factors 4: fees and administrative system (3 questions) Cronbach α 0.695, factors5: establishment of seniority and course level(5 questions) Cronbach α 0.798, factors6: brand and transport facilitation (3 questions) Cronbach α 0.749, factor 7: environmental security and class size Cronbach α 0.650 (5 items), all 35 questions have Cronbach α 0.937.(Figure 1).

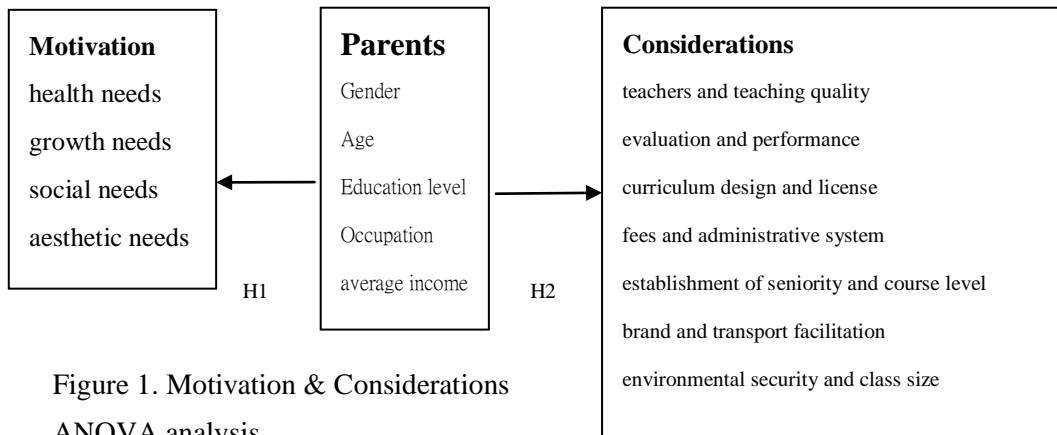


Figure 1. Motivation & Considerations ANOVA analysis

4. Result and discussion

4.1 Sample Analysis

Found from the analysis of samples, most respondents were the mothers occupy 64.3%, followed by the father occupy 20.3%. Parents aged 36 to 45 years occupy 40.7%, followed by 26 to 35 years occupy 33.3%. Parent education from academies and universities levels occupy 66.7%, followed by junior and senior high / vocational schools occupy 22.3%. Parents occupation from the business occupy 34.3%, followed by free occupation occupy 28.3%. The distance between home and dance classes, 5 km down away, occupy 48.3% , and followed by 5 to 10 km occupy 15.7%. The distance between schools and dance classes, 5 to 10 km, occupy 43.0%, third occupy 42.7% in 5 km or less. 40001 to 60000 NT. dollars of family average income occupy 33.0%, followed by 60001 to 80000 NT. dollars or less occupy 26.0%. Children gender population that girls occupy 81.0% and boys occupy 14.7%. Parents propose children to learn dance occupy 39.0%, followed by mothers (30.3%), the child themselves occupy 24.7%. Parents decide to let the kids to dance school occupy 51.7%, the child themselves occupy 28.3%, mother occupy 12%, Father occupy 5.3%. The 1201 ~ 1500 NT. dollars tuition occupy 42%, 1501 ~ 1800 occupy 23.3%, 1200 or less occupy 17%, 1801 ~ 2200 NT. dollars occupy 13.7%. Sources of information from neighbors, relatives and friends occupy 33.7%, publicity materials occupy 17%, children informed occupy 15%, children student occupy 11.3%. The beginning dance learner age is around 4 years old, maximum 13 years, mean age 8 years old. Almost grade 2 to 3 primary school. Children learn to dance will take at least about 1, the largest 9 years, average length of 4 years.

4.2 Motivation survey results

4.2.1 Motivation survey of mean, standard deviation

To review the motivation of the average and standard deviation check from survey participants. The "health needs" dimension mean score (M = 4.10, SD = 0.16) is highest. Second is the "aesthetic needs"(M = 4.03, SD = 0.10). Third is the "social needs" mean score (M = 2.87, SD = 0.35). Fourth is the lowest that is "growth needs"(M = 2.77, SD = 0.41). All results indicate on table 1.

4.2.2 Motivation ANOVA analysis

The H1 is different family motivation has significant on table 2. Motivation is used ANOVA analysis to analyze from different families. The F values are significant between motivation groups and then after the test in the Scheffe test comparison.

Mothers were more likely to consider dance sport in "growing needs", "social needs" and other factors. Parents aged from 46 to 55 years old consider dance sport in "health needs", "social demand" and "aesthetic needs" than the parents of 25 to 45 years more attention. The parents of 25 to 45 years more emphasis than the 46 to 55-year-old's parents pay more attention to learning dance sport can become future life skills. The graduate education of parents, they have more motivation than the other parents' education level. Parents occupation in husbandry, forestry and fisheries industries, they emphasis on "health needs." And worker industry is more attention in the "growth needs" and "social needs". Parents job in Military or government concern in "aesthetic needs." The family average income 40,000 ~ 60,000 NT. dollars concern the "health needs" and "growth needs" higher than the income of 6,000 NT. dollars. The family average income higher 80,000 NT. dollars concern "social needs".

Table 1 Mean, Standard deviation of Motivation and Considerations

Factors for Motivation and Considerations	mean	standard deviation	Question items
Factor 1 (Motivation) : health needs	4.10	.16	6 items,(9),(4),(12),(18),(8),(3)
Factor 2 (Motivation) : growth needs	2.77	.41	6 items,(13),(6),(15),(7),(11),(16)
Factor 3 (Motivation) : social needs	2.87	.35	3 items,(20),(23),(21)
Factor 4 (Motivation) : aesthetic needs	4.03	.01	3 items,(2),(19),(10)
Factor1(Considerations):teachers and teaching quality	4.31	.76	10 items, (22),(26),(21),(25),(14),(32),(27),(24),(19),(11)
Factor2 (Considerations): evaluation and performance	3.81	.16	5 items,(34),(35),(7),(23),(29)
Factor3(Considerations):curriculum design and license	4.21	.14	4 items,(17),(18),(3),(4)
Factor4(Considerations):fees and administrative system	3.90	.19	3 items,(5),(6),(30)
Factor5(Considerations):establishment of seniority and course level	3.71	.29	5 items,(9),(12),(13),(10),(15)

Factor6(Considerations):brand and transport facilitation	3.93	.16	3 items,(1),(2),(31)
Factor7(Considerations):environmental security and class size	3.01	.63	5 items,(16),(28),(33)

Table2 ANOVA analysis of Motivation

	health needs	growth needs	social needs	aesthetic needs
gender		(6)F=4.903*(2>1)	(20)F=3.068*(2>1)	
age	(3)F=3.655*(4>1)	(15)F=6.167*(1,2,3>4) (7)F=3.964*(3>2) (16)F=3.525*(4>2,3)	(20)F=12.774*(4>1,2,3)	(19)F=4.450*(4>1,2,3)
Education level	(4)F=5.871*(4>1,2,3) (12)F=4.891*(4>2,3) (18)F=6.893*(4>3) (3)F=3.455*(4>3)	(11)F=4.077*(4>1)	(23)F=9.626*(4>1,2,3) (21)F=6.212*(4>1,2,3)	(2)F=4.847*(4>3) (19)F=5.078*(4>1,2,3)
occupation	(4)F=4.727*(4>2,5) (12) F=7.189*(3,4,6>1) (18) F=3.789*(4>2,5,6)	(13) F=7.253*(1>2,3,5,6) (6) F=5.986*(1>2,3,6) (15) F=3.745*(6>3,5) (16) F=7.083*(1>2,3,4,5)	(20) F=5.645*(1>1,2,3,4,5,6) (23) F=4.632*(3>2,5) (21) F=6.474*(1,6>2)	(2) F=5.651*(3,4>2) (19) F=8.652*(3>2)(4>2,5) (10) F=4.801*(3,6>2)
average income	(3) F=3.960*(2>4)	(6) F=3.677*(2>3)	(20) F=8.573*(4>1,2,3)	

*p < .05; **p < .01, N=300.

4.3 Considerations factors survey

4.3.1. Considerations factors survey, mean, standard deviation

Children parents' consideration of dance sport indicates the mean and standard deviation of scale point of view. "Teachers and teaching quality" of the average dimensions (M = 4.31, SD = 0.76) is the highest. Followed by "curriculum design and license "(M = 4.21, SD = 0.14). Next is the "brand and transport facilitation" (M = 3.93, SD = 0.16). Fourth for the" fees and administrative system" (M = 3.90, SD = 0.19). 5 is the "assessment and performance" (M = 3.81, SD = 0.16). No. 6 is "establishment of seniority and course level" (M = 3.71, SD = 0.29). Finally, "environmental Security and class size"(M = 3.01, SD = 0.63) (Table 1).

4.3.2. Considerations factors ANOVA analysis

H2 is the considerations for different family have different significant (table 3.1-2). Gender in different families, "teachers and teaching quality", "evaluation and performances", "curriculum design and license", "fees and administrative systems",

"establishment of seniority and course levels", above the father are more than other family number. Parents for 26 to 35 years old have more attention, such as "teachers and teaching quality", "curriculum design and license", "fees and administrative system", "environmental security and class size", than the other age groups. Parents for 36 to 55 years old concern the factor, "brand and transport facilitation". In education level, more parents emphasis on "teachers and teaching quality", "fees and administrative system", " brand and transport facilitation ". Parents, high school education level, concern with "environmental security and class size ".In family average income, parents, income under 4000NT. dollars and 60001 to 80000NT. dollars, focus on "teachers and teaching quality", "curriculum design and license", "fees and administrative system", "environmental security and class size". Parents, income upper 80001 NT. dollars, concern with "evaluation and performance ".

Table3.1 ANOVA analysis of Considerations

	teachers and teaching quality	valuation and performance	curriculum design and license	fees and administrative system
gender	(22)7.726*(1>3) (25)9.764*(1>2,3) (14)5.782*(1>2,3) (24)4.418*(1>2)	(7)10.295*(1>2,3) (23)6.765*(1>2,3) (29)8.562*(1>2,3)	(18)4.218*(1>3) (3)10.39*(1>2,3) (4)5.63*(1>2,3)	(30)6.212*(1>2,3)
age	(22)20.71*(1>2,3,4) (26)6.86*(3,4>1) (21)8.19*(2>3,1) (25)10.37*(2,3>1) (14)16.81*(1>2,3,4) (32)6.03*(2,4>1) (27)10.63*(1>2,3,4) (24)7.84*(4>1,23) (19)4.55*(2,3,4>1) (11)9.63*(2,3,4>1)	(7)8.379*(4>1,2,3) (23)4.972*(2>1)	(17)9.20*(2,3,4>1) (18)14.12*(2>1,3)(4>1) (3)10.80*(4>1,2,3) (4)10.83*(2,3>1)	(5)9.67*(2,4>1) (6)12.69*(2>1,3) (30)4.88*(3>1)
Education level	(22)3.51*(4>2) (21)3.55*(4>2) (14)5.54*(3>2) (32)3.90*(4>2) (27)4.33*(4>2) (24)6.67*(3,4>1)	(23)4.60*(1>3)	(17)6.976*(3>1) (3)4.144*(3>2) (4)7.592*(4>2,3)	(5)4.54*(4>2,3) (6)9.52*(3,4>1) (30)6.15*(4>2,3)
occupation	(22)5.14*(3>1,5)	(7)5.81*(4,6>3)	(17)3.00*(2>1)	(30)*(1>5)(3>2,5)

	(26)7.94*(2,3>5) (21)3.20*(2,3>5) (14)15.68*(2,3,4,6>1,5) (32)6.87*(2,,3,4,6>5) (27)7.14*(2,3,4,5,6>1) (24)5.30*(4>5)		(18)5.06*(2>5)(3>1,5) (3)11.64*(3>5)(2>1,5) (4)5.74*(2>5)	
average income	(22)7.06*(3,4>2) (26)3.14*(3>2) (21)8.05*(3,1>2) (25)7.10*(3>2) (32)10.97*(1,3,4>2) (24)17.30*(1,4>2)(3>2,4) (11)4.28*(3>2)	(7)3.84*(4>2)	(3)6.26*(3,4>2) (4)4.75*(3>2)	(5)9.21*(3>2) (6)4.62.*(3>2) (30)7.74*(3,4>2)

Table3.2 ANOVA analysis of Considerations

	establishment of seniority and course level	brand and transport facilitation	environmental security and class size
gender	(12)*(1>2,3)		
age	(12)13.43*(3,4>1,2) (13)7.523*(2,3>1)	(1)8.46*(3,4>1) (2)6.14*(3>1,2)	(16)3.10*(2>1) (28)3.08*(3>2) (33)9.44*(2,3>1)
Education level		(2)3.62*(4>2,3)	(16)8.23*(1,2>4) (28)9.26*(1,2,3>4)
occupation	(12)4.27*(3,4>1) (13)3.28*(3,4>1)	(2)6.00*(2,4,6>5) (31)4.33*(4,6>1)	(16)3.07*(6>3) (33)6.42*(3>5)
average income	(9)13.08*(1,3>2,4) (12)10.50*(1,3>2,4) (13)6.49*(3>2,4) (10)4.08*(3>2) (15)6.08*(1,3,4>2)	(1)6.27*(3>2)	(28)3.80*(3>2) (33)7.39*(3,4>2)

5. Conclusions and Recommendations

5.1. Conclusions

5.1.1 Consumer obtaining dance education institutions in the sample characteristics and information sources

To review the relationship between participant and their children, the most participant are mothers, are accounting for 64.3% highest. Respondents age 36 to 45 years old at the most, accounting for 40.7%. The education level of "universities" accounted for

the largest part of 66.7%. Parents occupation with business, are the highest proportion, accounting for 34.3%. Average monthly family income of 40001to 60000 NT. dollars are the largest part in 33%. The distance between homes and dance educational institutions, 5 km (within), has high proportion of 48.3%. The distance between school and dance educational institutions, 5 to10 km (within), has high proportion of 43%. Parents all proponents to attend dance class the most, accounting for 39%. Decision makers, parents all, are the highest percentage of 51.7%. Most learner dancers are girls in elementary school, accounting for 81%. Children began dancing for about 4 to 5 years old. The average years of dancing are around 8 to 9 years, and average grades 2 to 3 grade. Almost parents get the dancing information sources from neighbors, friends and relatives introducing, are the most accounting for 33.7%.The dance educational institutions charge reasonable fee is 1201to1500 NT. dollars in Taichung city, the highest proportions of 42%.

5.1.2 Parents motivation in choosing dance educational institutions

Based on the survey, the motivation, parents choose dance educational institutions for their children, the highest average score is "health needs" (M = 4.10), followed by "aesthetic needs"(M = 4.03). Therefore, the main motivation for parents choosing to let their children participate in dance classes is to exercise children through dance sport. Indirect purposes are learning talent, developing their sense of rhythm and aesthetics, and enhancing the ability of physical expression. And then parents hope from outside to inside train the children to the elegant deportment.

5.1.3 To survey the considerations of evaluation criteria

- (1) According to the participants in the assessment criteria in the considerations of the scale dimensions of the overall points that, "teachers and teaching quality " is the most important factor in consumers (M = 4.31), and the "environmental security and class size" dimensions is the lowest score (M = 3.01).
- (2) Different gender of parents has significant differences in the choice of dance educational institutions for the consideration factors with evaluation criteria. The fathers consider factors with dance educational institutions are higher than the other members of the family.
- (3) Different age of the parents has significant differences in the choice of dance educational institutions for the consideration factors with evaluation criteria. The 26 to 35 years old parents consider factors with dance educational institutions is higher than the other age groups.
- (4) Different education level of the parents has significant differences in the choice of dance educational institutions for the consideration factors with evaluation criteria. Master's degrees parent consider factors with dance educational institutions is higher than the other age groups.

(5) Different occupations of the parents have significant differences in the choice of dance educational institutions for the consideration factors with evaluation criteria. The parents work for business, military, government, and school staff member consider factors with dance educational institutions is higher than the other occupations groups.

(6) Different average family income has significant differences in the choice of dance educational institutions for the consideration factors with evaluation criteria. The family income between 40000 NT. dollars lower and 60001 to 80000 NT. dollars consider factors with dance educational institutions are higher than the other groups.

5.2 Recommendations

5.2.1 Word of mouth marketing strategy

According to survey respondents, the mother is the most participants in the questionnaire. The lots of parents get information of dance institution from friends, relatives and neighbor.

So dance institutions have to hold often more activities for dance learner and their families to have sympathy with dance institutions member. For example, take part in more social activities or performance program by dance learner for their families on the three major festivals (Spring Festival, Dragon Boat Festival, Mid-Autumn Festival) to keep good relationship.

5.2.2 The dissemination concept of health campaign

Base on survey, the parents hope the dance classes can help children keep good healthy. Dance institutions need ask dance teacher to spread dance sport is best exercise for children, especially for growing children.

5.2.3 More communicate with parents

The parents consider the most important factor is the teacher and teaching quality in dance institutions.

Therefore, teachers need to know the progress of teaching dance, different teaching material, and concern about children learning in class. The teachers communicate parents more frequently. To encouraging dance teacher in-service training to improve teaching skills. And identification tests are held regularly so that parents know children learning. Dance institutions have to create a two-way channel of communication.

5.2.4 Brand and administrative system

To establish a reasonable degree of placement fees, and where curriculum design is the key factor. A clear course schedule and grading, teaching quality can be individualized. And with the schedule of public performances, students and parents have a strong sense of involvement and belonging.

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