

Study on Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

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Abstract: This study takes the Sichuan consumer group as the research object and combines the consumer's perceived risk theory with the perceived value theory to explore the "double reduction policy on the service adoption intention of private education and training institutions in the Sichuan consumer group" mechanism of influence." Through research and analysis, the advantages and disadvantages of the education and training industry and future development trends are found, and feasible suggestions for improving the services of the education and training industry are put forward. The three research objectives are: to analyze the current economic impact of consumer adoption intentions on educational and training institutions in Sichuan; to explore the relationship between adoption intention and various dimensions (perceived risk, attitude to use, perceived usefulness, and perceived ease of use) of adoption intention; and the significance of adoption intention; to formulate targeted marketing strategies, and provide valuable advice for education and training institutions.

Keywords: Double Reduction Policy; Service Adoption Intention; Private Education and Training Institute

1. Introduction

The Ministry of Chinese Education issued the "Notice on Strengthening the Management of Homework in Compulsory Education Schools." Implementing this policy has caused structural damage to off-campus private educational institutions, and subject-based educational and training institutions have suffered devastating blows. In contrast, non-disciplinary educational and training institutions have occupied the original academic and training market. At the same time, the "double reduction policy" has made "three stricts and three restrictions" for off-campus education and training institutions, that is, strict content behavior, strict random capitalization, strict control of advertising and publicity, the limited number of institutions, limited training time, and limited charging prices. The changes mentioned above in the general environment require education and training institutions to grasp consumers' pain points and achieve sustainable development in the face of the changes brought about by the "double reduction policy."

2. Theoretical Basis

2.1 Theoretical Significance and Value

Most of the domestic research on the education and training industry focuses on the marketing strategies, industry development status, industry governance, future development trends of the industry, transformation and development of education and training institutions, etc. The research is relatively concentrated, and the scope is relatively narrow. There is a lack of research on consumers, the leading player in education and training. This paper takes consumers in Sichuan as the research object, integrates the perceived value theory and the TAM model, and explores consumers' adoption intentions for the services provided by education and training institutions. Influencing factors.

2.2 Practical meaning and value

From the perspective of consumers, this paper explores consumers' adoption intentions for the services provided by educational and training institutions. Therefore, based on the relevant literature and the current "double reduction policy," this paper explores the effect of adopting intention as a construct, using attitude as a construct, perceived risk, perceived usefulness, and perceived ease of use as dimensions. Influence explores the behavioral influencing factors of consumer groups' intention to adopt services in education and training institutions. Therefore, the author of this paper hopes to analyze consumers' attitudes toward the services provided by education and training institutions by exploring consumers' adoption intentions of the services offered by education and training institutions. The intention is to promote the adjustment and change of education and training institutions for services or institutional structure and promote the healthy and orderly development of the education and training industry.

3. Understanding the Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

3.1 The Technology Acceptance Model (TAM)

Kalayou: et al. (2020)^[1] showed Technology Acceptance Model (TAM) is a theory of information systems that models how users accept and use technology. Actual system usage is where people end up using the technology, and behavioral intent is one factor that leads people to use the technology.

Based on analyzing the characteristics of mobile phone payment, from the perspective of user adoption behavior, through an empirical study on mobile phone payment adoption behavior with a sample of college students. Liu: et al. (2010)^[2] proposed improvements based on the TAM model through this empirical study. It is believed that use attitude and perceived usefulness have a significant positive effect on adoption intention.

3.2 Adoption theory

Taherdoost (2018)^[3] used adoption theory to examine individuals and the choices to accept or reject specific innovations. In some models, adoption is not only the choice of taking innovations but the degree to which innovations fit into the appropriate environment. Recognizing the needs and acceptance of individuals is the beginning of any business, and this recognition helps to find the way forward. Hence, the academicians were interested in understanding what drives users to accept or reject new policies.

4. The Conceptual Framework for the Research Study

4.1 Effect of new double reduction policy

Wu (2021)^[4] researched the “double cut” policy may ultimately ease the burden on Chinese students, but the more the state demands parents and teachers, the more support they will need. For policies to be effective, education authorities must incorporate solutions to both groups’ real problems in their plans.

4.2 Research of the adoption from the education sector

Han; & Mills. (2001)^[5] defined the main issues that need to be addressed today are how higher education leaders, teachers, and students can achieve sustainable development in system vision, mission and values, strategic planning, and organizational culture. Higher education plays a crucial role in promoting sustainable initiatives and empowering people to change their thinking and fight for a sustainable future.

5. The influence of Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

5.1 Perceived risk

Perceived risk is defined as the consumer’s perception of the uncertainty and adverse consequences of participating in a purchasing activity in usage consumption.

5.2 Perceived usefulness

Perceived usefulness is the subjective perception of users that using certain technologies can improve their job performance.

5.3 Perceived ease of use

It is a fundamental concept that users have the mentality and knowledge in using a specific product or service.

6. Conclusion

This study takes the Sichuan consumer group as the research object, adopts the quantitative research method based on the TAM theoretical model, and combines the consumer’s perceived risk theory with the perceived value theory to explore the “double reduction policy on the service adoption intention of private education and training institutions in Sichuan consumer group” mechanism of influence.” According to past scholars and literature, it is roughly predicted that there is a significant positive relationship between attitudes, perceived usefulness, and perceived ease of use under adoption intentions. There is a meaningful negative relationship between intention and perceived risk; there is a significant positive relationship between perceived usefulness and perceived ease of use under attitude, and a meaningful negative relationship between attitude and perceived risk with the relationship between perceived risk and perceived risk has a significant positive impact on each dimension of privacy concerns, perceived economic risk, and perceived psychological risk; perceived usefulness and perceived usefulness under each extent of perceived ease of use, teaching evaluation, teaching resources, relative There is a significant positive relationship between advantages; there is a meaningful positive relationship between perceived ease of use and comparative advantages of each dimension under perceived ease of use, teaching and training, and innovation.

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