

Study on the Influencing Factors of Service Products of Chinese University Students' Overseas Education Promotion Project- -take X Group Students as an Example

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Abstract: With the development of China's social economy, more families have the ability to choose different educational channels. At the same time, parents' desire for students to receive international education is also growing, and it has become a more obvious trend to study abroad at a younger age. Service agencies operating in the Internet + model are constantly emerging in the overseas study market. Different from the traditional overseas study service agencies, they rely on the Internet to standardize and simplify the tedious overseas study business, while breaking through the limitations of time and space, making the service become convenient, efficient, open and reliable. In the case of the epidemic, due to the decrease of income and employment difficulties, the competition pressure of domestic graduate students is great, and many students are given priority to graduate school abroad. In TRA, TPB, and TAM theory, we can observe the advantages of foreign graduate study and the policies needed to develop and the problems that need to be improved. Sample students from large education groups to improve the practical problem research so as to improve the enterprise and group and similar industries, some suggestions specific research, and give some solutions.

Keywords: Employment; College Admission; Policy; Students' Selection Intention; SPSS Data Analysis

1. Background

In the current epidemic situation, although the economy in recovery because of slow opening, but in China due to the 1970-1980s after economic recovery, lead to the graduates in China, and due to domestic outbreak blockade three years cause domestic small and medium-sized enterprises development, jobs cannot bear too many graduates, lead to Chinese employment pressure so that students in employment and entrance related aspects tend to strive for further study to improve employment ability. People at home and abroad will learn about the comparative situation of schools at home and foreign countries through various social platforms and learning platforms to find schools and majors suitable for their study.

2. Research question statement

Analyze the relevant impact of current academic qualifications on employment.

Explore the mechanism of influence among several groups of factors.

According to the statistical analysis results, compare the importance of various factors, formulate targeted marketing strategies, and put forward suggestions for various foreign universities to absorb high-quality students.

3. Range of study

3.1 Significance and value

In the theoretical aspect. On the basis of the classic literature at home and abroad, from the perspective of TRA, TPB and TAM, this study explores the influencing factors of students' study abroad, constructs an analysis that can fully reveal the learning

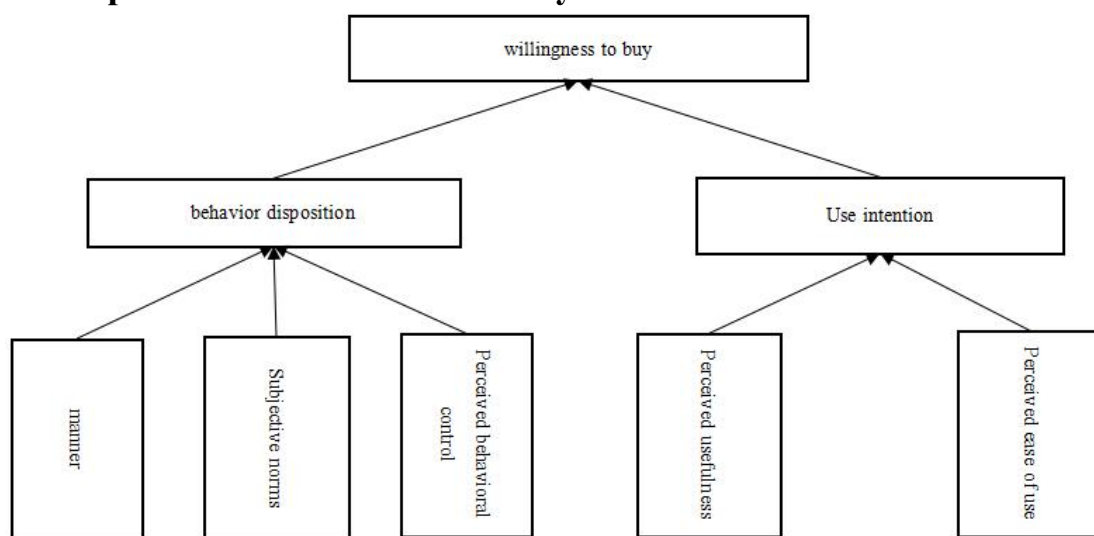
environment of students at home and abroad, help students to analyze the relevant literature of foreign learning environment, and enrich and enrich the existing marketing strategy theory.

In practical terms. This study clarifies the factors influencing the purchasing intention of the students of private school education groups, so that the existing foreign college operators can better meet the market demand and provide theoretical support for academic promotion and marketing strategy. This will help domestic business operators to better spread the marketing information of overseas students through various social sharing platforms to obtain considerable economic benefits in the vast market and have certain practical value.

3.2 Regional demographic characteristics of the study

Based on the population limited by the research topic, the researchers strictly limited the scope of the study. The samples are distributed in the region, and from the perspective of social resources that can be allocated according to their own research ability and capabilities. The scope of sample collection was limited to three cities in Guizhou, including Fuquan, Huishui and Guiyang.

4. The conceptual framework of the study



5. Theoretical basis

In 1975, American scholars, Fishbein and Ajzen, proposed the theory of rational behavior, the purpose of which is to explain and predict the behavioral process of users receiving a certain technology. According to TRA theory, behavior intention is positively influenced by attitude and subjective norms, which determines the practical action. Among them, attitudes are influenced by behavioral beliefs, and subjective norms are influenced by normative beliefs. The theory of planned behavior, proposed by Ajzen in 1985, is a complementary and developed research proposed on the basis of rational behavior theory. Ajzen introduced the perceptual behavioral control variables in the TPB model to reflect past experience and future expectations. Ajzen Thought that the effect of TPB theory is similar to TRA theory when the individual's control of behavior approaches the strongest or controlled behavior does not seriously affect the individual's behavioral decisions.

6. Related research

Soochow university school of education scholars GengJie (2017) that: the factors affecting college students to study abroad for four dimensions structure: cognitive development, life, employment, self realization, college students to study abroad in the characteristics of the positive and rational, diversified, on the basis of students to study intention and characteristics, schools and the government should pay attention to students' study intention, and take measures to actively guide students to set up the correct values. Scholars at Nanjing Audit University Xu Meixi, Yao Xinyue, Zhang Zixuan and Wang Xingcai (2017) believe that the depreciation and appreciation of the RMB will have a certain impact on students' willingness to study abroad.

Conclusion

Current market at home and abroad of different types of service platform in the rapid development, the number of students also rising, more and more scholars for all kinds of social platform from different angles specific and clear research, most of the research focused on individual enterprises, college, training institutions, training institutions, including research service company, the heat the highest enterprise behavior, most of the research is for the students will motivation, demand and use behavior. For X group is given priority to with higher education private enterprises related research itself is less, most of the research focused on the content of small institutions, but X group to help group students entrance as the main function, its long-term development and students continue to will, higher willingness is the guarantee of the purchasing power of the product, and sales is the source of enterprise economy.

In the TAM model, X Group needs to pay attention to the buyer intention of students, improve its own corporate image and its comprehensive enterprise ability, strengthen the promotion and launch of high-quality schools to study abroad, and strengthen the connection between foreign and domestic colleges. Pay attention that the students of the same level of education group are more willing than to seize their own market. Due to the expansion and establishment of private colleges and universities in recent years, the market resources are constantly dispersed, and how to strengthen their own marketing ability and market control ability is the premise of strengthening the intention of students' buyers. Secondly, we should focus on improving the audience of the group's overseas study business, promote the business to the staff who meet the conditions, improve their contact with foreign colleges and universities, improve the quality and ability of the staff, and provide strong teacher support for students to improve their own willingness to buy. You can also expand the study abroad business to other social groups.

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