

Study on the Consumption Willingness of Pregnant Women to the Maternity Club Under the Background of Multiple Birth Policy——Taking Yangzhou Area as an Example

Xiaojie Zhang

North Bangkok University, Bangkok 10220, Thailand.

Abstract: In recent years, with the improvement of people's economic living standards and national three child policy, postpartum care service industry increasingly popular, today's female social family division of labor and consumption concept with the rapid development of science and technology, qualitative changes have taken place, they are no longer the economic vulnerable groups, but become the leading consumer market and consumers in the future. The higher the cultural knowledge of higher education, their own quality, the stronger the awareness of self-improvement, which makes their desire for knowledge of baby care and health care more strong.

Keywords: Multiple Birth Policy; Postpartum Repair; Maternity Club; Consumption Willingness

1. Background

The maternity club is a maternal and child care institution with professional skills, serving the mothers and babies who have just given birth. Mainly from the postpartum baby feeding, mother's physical recovery, mental health guidance, health care and infant knowledge training, communication and interaction, psychological relaxation transformation of the final harvest. Not only to meet the needs of safety, health and professional functions, the maternity club industry has also gained unprecedented development opportunities and challenges of the industry. The maternity club starts from human care, and uses the symbolic or metaphorical design language to design a convenient, fast, warm, comfortable and diversified functional environment with the characteristics of newborn mothers, in line with the consumer psychology and aesthetic psychology of newborn mothers. In September 2013, The State Council issued several Opinions on Promoting the Development of the Health Service Industry to promote the healthy development of the service industry. The development of the industry sounded the horn, requiring all regions to take the healthy development of the service industry as a top priority, and proposed to standardize the health services for maternal and children. At the third plenary session of the 18th Central Committee of the Communist Party of China, it emphasized the importance of transforming the economic development mode and vigorously developing the health service industry. Under this background, the maternal and child health care consumption industry, as an important branch of the health industry, is developing rapidly.

2. Research objectives

Analysis of the economic impact of the consumption willingness of women in the matron board.

Explore the influence relationship between attitude, perceived value, perceived risk and trust of educated women through demographic variables, behavioral variables and choice willingness.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted marketing strategies,

so as to provide suggestions for maintaining the sustainable development of the maternal and child care industry and improving user stickiness.

3. Study scope

3.1 Theoretical Significance and Value

Through interviews, observation and experience, the author fully understood the business status of the local maternity club, and used 7PS, S PSS and other analytical methods to analyze the collected data. Systematically study the consumption willingness of the educated women and the marketing strategy of the maternity club, and put forward targeted optimization countermeasures, in order to standardize internal and efficient management and guarantee external image publicity, so as to achieve the goal of occupying a larger market share and obtaining higher profits.

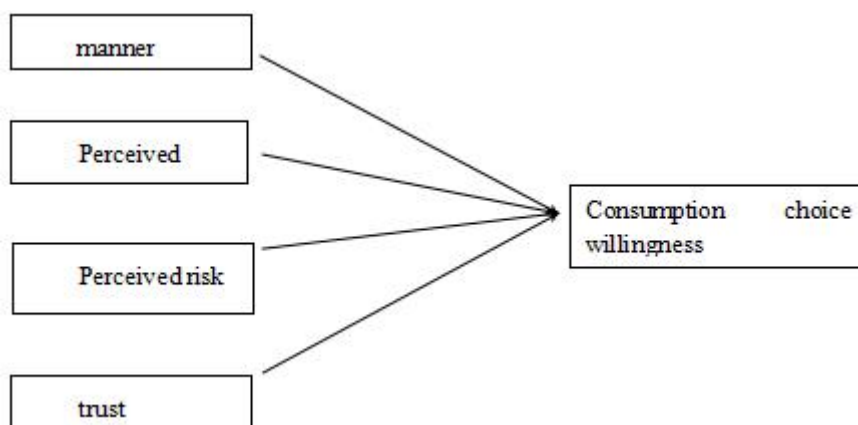
3.2 Practical Meaning and Value

After more than ten years of rapid development, China's maternity club market has begun to take shape. At the beginning of its birth, the maternity club was dependent by the social and economic development. Influenced by many factors, its growth process is not smooth sailing. Therefore, the research is conducive to improve the attention of women's postpartum mental health problems. It is conducive to guide pregnant or preparing pregnant women to make a suitable choice for making a good choice of postpartum care, and to provide them with more scientific and feasible guidance.

3.3 Regional demographic characteristics of the study

Yangzhou is located in the central Jiangsu province, the Yangtze river and the Beijing-Hangzhou grand canal interchange, has a history of more than 2500 years, is China's famous historical and cultural city, world cuisine, the world heritage city, east Asian culture and scenic tourist city with traditional characteristics, have "Yang Yi 2" and "the world three distinct night, two rogue is Yangzhou" reputation. It has jurisdiction over Gaoyou, Yizheng, Baoying, Hejiang, Jiangdu, Guangling, 2 cities, 1 county and 3 municipal districts, with a permanent resident population of nearly 5 million.

3. The conceptual framework of the study



5. Theoretical basis

Fishbein In 1963, the Fishbein model was also called the multi-attribute attitude model. The belief that an object or behavior and attitude are composed of the following two elements: (1) one is the attitude of consumers towards buying this product, that is, self-cognition; (2) it is the attitude that consumers think others may have towards this product, that is, the emotional tendency. Zaithaml (1988) first put forward the theory of the value of goods perceived by customers from the perspective of customers. The

customer's perceived value is defined as the trade-off between the perceived benefits of the customer and the perceived costs paid by the acquisition and enjoyment of the product or service. Murray (1991) reported that word of mouth is the most important source of information to reduce risk and has a more important impact on consumers because of more opportunities for clarification and feedback. Trust is the recognition and trust of consumers in the products or services of a certain enterprise or a certain brand. It is the result of constantly strengthening consumer satisfaction. Different from consumer satisfaction, which tends to be perceptual feeling, consumer trust is the affirmation, recognition and trust of consumers on the basis of rational analysis.

6. Related studies

At present, the research on the body in Chinese social circles is still on the edge. Although through the joint efforts of some domestic scholars, some empirical research on the body has been done, "the research context of the body is far from being formed in China" (Huang Yingying, 2008), which still needs long-term efforts. In the field of sociology, the concept of "doing body" has a relatively clear expression of the relationship between women's body and society. This concept was first evolved from the development of "doing gender" proposed by foreign scholars West & Zimmerman (1987).

Conclusion

Due to the implementation of the national three-child policy, the number of elderly women has increased, and some women have used medical access to artificial insemination or IVF. Medical means are changing day by day, many older women have a greater demand for postpartum recovery, more couples who do not live alone with the older generation, and have an increasing demand for taking care of mother and baby. This kind of service institutions are profit-oriented, mainly service, and do not have medical nature. Due to the particularity of the Chinese market, the development of maternity clubs is very rapid in recent years. Through research, this paper believes that attitude, perceived value, perceived risk and trust play a decisive role in the willingness of pregnant women to consume in the maternity club, and also plays an important factor in the economic development of the maternal and infant care consumption industry.

Month club as the rise of maternal and child care industry in recent years, the research is limited, the research using service marketing theory, combined with customer satisfaction survey, control problems, optimization Suggestions, for maternity club maternal and infant care industry to maintain sustainable development, improve user viscosity provide reference.

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