Marketing Strategies of English Training Institutions Based on Demand Survey

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Keywords: Marketing Strategy, English Training, Demand, Survey.

Abstract. With the development of information technology and economic globalization, learning English has become a basic demand. Based on a survey of English training consumption demand on https://www.wjx.cn/, this paper analyzes the acquisition preference of English training information and the consumption demand in terms of teachers, class hours and fees of 248 respondents with different backgrounds, and set forth the marketing strategies of English training institutions in terms of products, pricing, place and promotion.

Introduction

English learning is a hot topic at present, there is no doubt about it. At present, with the upsurge of learning English sweeping China, all kinds of online and offline English training institutions have created a booming market. We conducted a group of surveys on https://www.wjx.cn/. A total of 248 questionnaires were collected over a week. One of the surveys was about some requirements of English training institutions.

Descriptive Statistical Analysis of Samples

The IP addresses of this online survey cover 28 provincial regions in China, except Qinghai, Tibet, Anhui and Hainan.

Characteristics of Personal Information

Among the 248 respondents, the number of respondents with college degrees or bachelor degrees is the largest, 142 respondents, accounting for 57.3%; followed by 67 people with high school degree and below, accounting for 27.0%; 30 people with master degree, accounting for 12.1%; 9 people with doctor degree, accounting for 3.6%. In terms of gender, there are 97 males, accounting for 39.1%; 151 females, accounting for 60.1%. In terms of the purpose of learning English, there are 48 people, 53 people, 89 people, 47 people and 11 people respectively, accounting for 19.35%, 21.37%, 35.89%, 18.95% and 4.44% respectively, among which the most people receive English training for work needs, as shown in Table 1.
Table 1. Personal Information Characteristics of Sample Population.

| Item                          | Respondents | Ratio   |
|-------------------------------|-------------|---------|
| education level               |             |         |
| A. high school and below      | 67          | 27.02%  |
| B. junior college and undergraduate | 142       | 57.26%  |
| C. postgraduate               | 30          | 12.1%   |
| D. doctor                     | 9           | 3.63%   |
| gender                        |             |         |
| A. male                       | 97          | 39.11%  |
| B. female                     | 151         | 60.89%  |
| purpose of English study      |             |         |
| A. for examination            | 48          | 19.35%  |
| B. for studying abroad        | 53          | 21.37%  |
| C. for work                   | 89          | 35.89%  |
| D. for interest               | 47          | 18.95%  |
| E. others                     | 11          | 4.44%   |

Factors Influencing Information Acquisition and Selection of English Training Institutions

In terms of information acquisition of English training institutions, more than 60% of people choose the Internet, which is in line with the current situation that people are highly dependent on the Internet; the second is television, accounting for 45%; the data of leaflet, friend’s introduction and advertisements are close, more than 30%, as shown in Figure 1.

Figure 1. Access to Information of English Training Institutions.

In terms of the influencing factors of selecting English training institutions, more than half of the respondents value the teaching quality and the teachers’ status, 55.65% and 51.21%, respectively. Students are very concerned about whether the teachers are foreign or famous teachers. The price factor ranks third, accounting for 46.37%; the traffic convenience only accounts for 2.82%, which can be ignored, as shown in Figure 2.
Figure 2. Factors to Consider in Selecting Training Institutions.

Consumption Requirements for English Training Institutions

In this survey, the consumption requirements for English training institutions are mainly in terms of teachers, class hours, charging requirements, etc.

In terms of teachers' requirements, the most frequently chosen teachers are "Chinese teachers with perfect pronunciation and rich teaching experience", accounting for 33%; the proportion of "foreign teachers whose mother tongue are English " and "young teachers with cordial feelings" is almost 30%; the interest of "Chinese teachers who graduated from English major" is less, accounting for only 8%.

For each session, 30-80 class hours are the most frequently chosen, accounting for more than 40%; followed by 80-130 class hours and less than 30 class hours, accounting for 30% and 20% respectively; the choice of more than 130 class hours only accounts for 6%, as shown in Figure 3.

Figure 3. Views on the Number of Teaching Hours per Session.

As for the acceptable class fee, RMB 50-150 is the most acceptable, with one third of people choosing; the acceptance rate of below RMB 50 per class and RMB 150-300 per class hour is slightly lower, close to 30%; the acceptance rate of more than RMB 300 is only about 10%. The data are shown in the following table 2.

Table 2. Fees per Class that Respondents Can Accept.

| Item                  | Respondents | Ratio   |
|-----------------------|-------------|---------|
| A.0-50yuan/ class hour| 71          | 28.63%  |
| B.50-150yuan/ class hour| 83          | 33.47%  |
| C.150—300yuan/ class hour| 67          | 27.02%  |
After calculating the weighted arithmetic value, the average price that respondents can accept is 120 yuan / class hour. The data are shown in the following Equation (1).

\[
\bar{x} = \frac{\sum x_if_i}{\sum f_i} = \frac{225 \times 71 + 100 \times 83 + 225 \times 67 + 625 \times 8}{248} = 120 \text{ yuan} 
\]  

(1)

Negative Evaluation of English Institutions

This survey is mainly about consumers' negative views on English training institutions. More than half of the respondents think that the problems are "lack of good teachers" and "boring content, unattractive methods"; more than 40% of the respondents think that "Unrealistic advertising, lack of integrity", "incomplete hardware facilities"; nearly 30% of the respondents think that the cost is unreasonable.

Conclusion

First, about products and teachers. The teaching quality and the teachers’ status are the two factors most concerned by the respondents, which directly leads to the respondents' complaints about the teaching content, methods and teacher resources. Respondents generally value whether they are foreign or famous teachers. The specific demands are "Chinese teachers with perfect pronunciation and rich teaching experience", "foreign teachers whose mother tongue are English" and "young teachers with cordiality". The respondents subconsciously think that perfect pronunciation and rich teaching experience should be the guarantee of teaching quality or the standard of English training teachers.

Second, about promotion. The Internet is the most important information dissemination channel nowadays. The official website, official app are most important information sources that can be independently controlled by English institutions must be well maintained and updated in time. The information dissemination means established on the third-party platform, such as WeChat Official Accounts Platform, Official microblog and official flagship store, have a broader user base, and undertake more user interaction tasks with customers. They can be used as the expansion of independent information sources. Traditional channels such as newspapers have tended to decline. It should also be noted that the content of product promotion can select appeal points in terms of teaching quality and excellent teacher resources to impress consumers, but the facts shouldn’t be overstated so as to blindly push up consumers' expectations.

Third, about pricing. According to the survey data, the unit price with the highest consumer acceptance is RMB120 per class hour. Based on the highest acceptance of 30-80 class hours and RMB 50-150 per class hour, it can be roughly calculated that the total cost of each session is easily accepted by respondents within RMB 12000. Another interesting phenomenon is that the higher the education level is, the more sensitive it is to the price, which is probably related to whether they spend their parents' money or their own money.

Fourth, about place. Whether the transportation is convenient or not is generally not valued by the respondents. On the one hand, online education is in full swing, and its learners needn’t to have a real classroom. On the other hand, to sacrifice a bit of convenience of transportation for a physical store can make some savings, then it may be a good choice to pass the savings on to the customers or using the savings to hire famous teachers and foreign teachers.

Fifth, the result of the scuffle among various institutions in the English training industry is that some powerful English training institutions will occupy a large market share because of their excellent teachers, standardized management, diversification in product mix etc. Brand first and
moderate concentration will become a trend in the future development of English education and training industry in China. The government should play a positive role in guiding the development of the English training market, and appropriately raise the threshold of market access. All in all, branding, centralization and specialization are the development trend of English training industry in the future.

References

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