

# Exploring Education Change Action Research --an Analysis of the Consumption Behavior of Students in Elderly Educational Institutions

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**ABSTRACT.** *Based on the hypothesis that education activities for the elderly affect their consumption behavior, this paper attempts to explore whether education activities for the elderly promote the consumption upgrading. In this paper, the empirical research method of Grounded Theory is adopted to collect data. According to the characteristics of fuzzy information in a wide range of research objects, the index influencing consumption behavior is derived by using the classification index. Finally, based on the data analysis results, this paper summarizes the impact of education activities for the elderly on the size and structure, and demonstrates the research hypothesis.*

**KEYWORDS:** *Consumption behavior, Education for the elderly, Consumption upgrading*

## **1. Introduction**

On September 20, 2018, in the documents of the CPC Central Committee and the State Council on Improving the Consumption System and Mechanism to Further Stimulate the Consumption Potential of Residents, it was pointed out that consumption upgrading is “the pillar for the smooth operation of the Chinese economy, the booster for high-quality development, and the direct embodiment of meeting the people’s needs for a better life”. Based on this opinion, Ou Xiaoli, director of the Social Affairs Department of the National Development and Reform Commission, proposed [1] that it is imperative to actively face the aging population phenomenon, form a complete set of policy system, attract enterprises, institutions, social forces and other organizations to participate actively, and promote the development of high-quality market for elderly care services. The upgrading of the elderly consumption market may become an important part of the national consumption upgrading strategy.

## 2. Aging Society and Its Consumption Market

Nowadays, a series of problems brought by the elderly society have become the focus of scholars and experts. By using the knowledge mapping software CiteSpace[2], the research use the core journal articles of CNKI and WEB OF SCIENCE respectively, and summarizes the research hotspots of this topic in China and abroad since 2010. The key words using include education activities for the elderly, consumption market for the elderly and consumption upgrading. As shown in figure 1 below, Chinese scholars research hotspots in the left figure, are the aging population background, age structure and production relations, while foreign research hotspots in the right figure, are consumption, behavior, knowledge, children, health status and risks. The project will focus on elderly education and consumption upgrading.

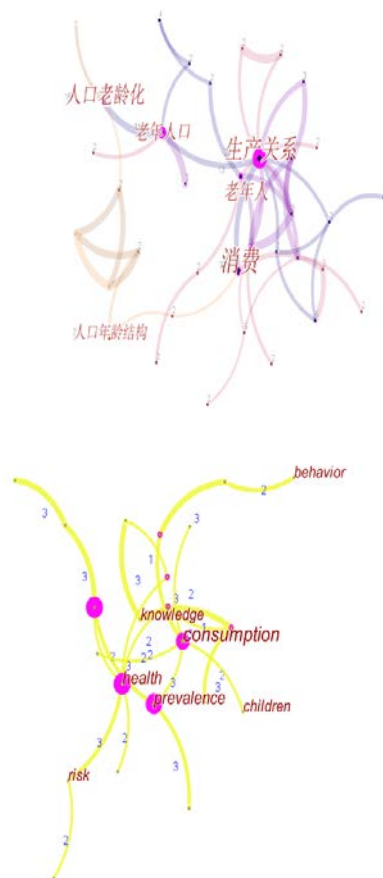


Fig.1 Chinese Scholars and Foreign Scholars Research Hotspots

### ***2.1 The Consumer Market for the Elderly***

Education for the aged is the product of social and economic development to a certain stage. Education for the aged belongs to the category of lifelong education and is an integral part of adult education [3]. The consumption potential of China's elderly consumption market is huge, but the potential consumption capacity needs to be vigorously explored and promoted to turn into the actual consumption capacity. One of the major obstacles is the low consumption capacity of the elderly [4]. In Japan, for example, the elderly account for 17% of the population but 55% of savings. KDDI, one of Japan's three biggest telecoms operators, is actively developing mobile phones for the elderly, targeting consumers aged 70-89. Kanebo, a Japanese cosmetics maker, launched skincare products aimed at older women in 2000. The tourism industry has developed tourist routes suitable for the hobbies and eating habits of the elderly, and tourist attractions have also added facilities suitable for the elderly. Daimlerchrysler has designed and developed functional vehicles suitable for the elderly to drive, and fidelity investment group, the world's largest fund investment company, has redesigned accessible web pages for the elderly. Other countries outside of China have rich experience in the development of elderly consumer market.

### ***2.2 Consumption Upgrading***

Since the Policy of Reform and Opening up, China has seen three periods of consumption upgrading [5]. The upgrading of the consumption structure drives the upgrading of China's industrial structure. Consumption, as one of the three driving vehicles, its changes reflect the changing situation of the economy. At present, what we are experiencing is the third period of consumption upgrading, which is mainly reflected in the changes of science, education, culture, health, entertainment, transportation, housing, tourism and other aspects of consumption, especially in the breakthrough growth of IT industry, automobile industry and real estate related fields. Chi Fulin, dean of the Institute of Reform and Development in China, proposed that the consumption structure based on material consumption has been gradually transformed into a service-oriented consumption structure. In this process, the breakthrough point is the increasing in the opening measures of the service market, to solve the imbalance between supply and demand.

## **3. Analyze the Consumption Behavior of the Students in the Elderly Education Institutions**

### ***3.1 Questionnaire Survey***

In order to estimate the proportion index of the elderly education activities affecting consumption, this project adopts the method of empirical research based on sample survey. Samples draw from the elderly education institutions' current students, who fill in questionnaires. The data and main contents of the questionnaire

are shown in Table 1.

*Table 1 the Content Design of Questionnaire(Part)*

the first-level indicators	the secondary-level indicators	annual consumption	strong relevant	highly relevant	generally relevant	slightly relevant	irrelevant
1. pension consumption	1-1 the displacement of property		5	4	3	2	1
	1-2 community assisted pension		5	4	3	2	1
	1-3 nursing homes and other institutions		5	4	3	2	1
	1-4 others (please specify)		5	4	3	2	1
2. clothing consumption	2-1 daily clothing		5	4	3	2	1
	2-2 the costume		5	4	3	2	1
	2-3 shoes and hats		5	4	3	2	1
	2-4 beauty salon		5	4	3	2	1
	2-5 handbags		5	4	3	2	1
	2-6 others (please specify)		5	4	3	2	1
3. food consumption	3-1 the purchase of high-quality food such as organic food		5	4	3	2	1
	3-2 health food, nutrition, etc		5	4	3	2	1
	3-4 go out for dinner		5	4	3	2	1
	3-5 home for dinner		5	4	3	2	1
	3-6 others (please specify)		5	4	3	2	1
...	...	...	...	...	...	...	...

The questionnaire table classifies the consumption behaviors of the elderly in daily life, such as clothing, food and transportation, and sets up two levels of indicators: the first-level indicators cover the consumption behaviors of elderly care, clothing, diet, study, home, travel, sports, medical treatment, tourism, and others, with a total of 10 categories; the secondary-level indicators refer to the specific consumption behaviors under each category, which are defined as sub-consumption behaviors in this project. In addition to the universal and representative mainstream consumption behaviors, the questionnaire also sets supplementary options as the last line of each category, to facilitate the respondents to reflect the real situation and data.

The specific gravity indexes of indicators 1-10 are:  $B_1=0.000048$ ,  $B_2=0.000087$ ,  $B_3=0.000072$ ,  $B_4=0.000074$ ,  $B_5=0.000013$ ,

$B_6=0.000026$ ,  $B_7=0.000011$ ,  $B_8=0.000022$ ,  $B_9=0.000242$ ,  $B_{10}=0.000031$ .

$B=0.000626$ .

The total index B is about 0.0006, which indicates that for every 10,000 yuan, 6 yuan is driven by the consumption influenced by education activities for the elderly. The second, third and fourth categories of consumer behavior are most affected parts by education activities for the elderly. That is, clothing, diet and learning behaviors.

According to this survey, education activities for the elderly have considerable economic benefits, and have a significant role in promoting the development of local regional economy. It is essential to promote the development of education for the elderly, the investment from government and related departments in education activities for the elderly, including universities for the elderly, community education for the elderly and other funds and policy support, has a positive significance.

### 3.2 Interview

In order to fully and deeply understand the changes brought by education activities for the elderly, and to explore the causes and processes of the changes in the consumption structure, the research carry out interview [7] based on Grounded Theory, and the conversation will be recorded. Chen Xiangming [8] proposed one of the qualitative research methods, that is, grounded theory and three-level coding into a generalized formal theory, as shown in Table 2.

Table 2 Three-Level Code Table Based on Interview Content

The Original Material	First-level Open Coding	Second-level Axis Coding			Third-level Select Coding
		Category	Attribute	Dimension	
Interviewee 1: "I've spent a lot of money of University	Spent money of University	Quantity change Structure	The amount of consumption	Small scale -large	Causal conditions: Consumer behavior is

<p>money on the equipment since I took a photography course at the university” she said. “such as the long-lens camera. The pictures taken by the teacher are so beautiful that I want to have a try. I thought about it for days before I bought it. Last time I went to Guizhou to take photos with my classmates. I posted those photos on my WeChat, and a lot of people like them. (laughter) To tell you the truth, I'm happy. It's worth the price.</p>	<p>photography course teacher Tourism worthy</p>	<p>change Consumption Upgrading</p>	<p>The type of consumption The location of consumption The level of consumption</p>	<p>scale Simple – abundant Narrow – wide Basic survival – high level satisfaction</p>	<p>changing as a result of participating in college classes for the elderly. study hypothesis: 1. The courses in universities for the aged directly or indirectly increase the consumption expenditure of interviewee 1, which change the consumption structure and promote the personal consumption upgrade; 2. Intermediate consumption behaviors include purchasing equipment and participating in extracurricular tourism activities; 3. The occurrence of these consumption behaviors conforms to Maslow's Demand theory, that is, human self-realization is a transition process from low-level demand to high-level demand.</p>
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Education activities for the elderly have a special relationship with the elderly consumption market. The promotion of education activities for the elderly is

embodied in the following aspects:

*(1) Education activities for the elderly change the consumption concept*

Education for the elderly has the function of changing the consumption concept of the elderly. For example, investment and financial management courses have inspired the financial thinking mode of the elderly, changed their financial management concepts, and reduced the number of false scams that the elderly are cheated. Computer courses have improved the elderly's ability to access the Internet. Subsequently, new consumption modes such as online shopping, online meal ordering and online medical treatment have overcome the traditional obstacles of the elderly's consumption and expanded the scale of the elderly's consumption market.

*(2) Education activities for the elderly improve the consumption level*

In the course of education for the aged, courses such as vocal music, dance and fashion courses, which have a large number of applicants, provide training for the body, temperament, appearance and clothes of the trainees, so as to promote the elderly to have a new pursuit for their quality of life. Under the influence of these courses, it will become normal for the elderly to buy high-end consumer goods such as fashionable clothes, electronic piano and piano, thus raising the consumption level of the elderly and promoting consumption upgrading.

*(3) Education activities for the elderly optimize the consumption structure*

With the progress of the society, the elderly's choice of the mode of pension has also appeared with The Times. The old people have simply taken the home-based care, and changed into the mode of combining and supplementing the home-based care and social care. This change will provide a new opportunity for the development of elderly care and domestic service industry, but also for the development of food, health care, sports, entertainment and tourism and other industries to bring a positive boost.

#### **4. Conclusion**

The above research shows that education activities for the elderly, have a positive impact on their consumption behavior, and education activities for the elderly have a close relationship with the consumption market. For instance, with the progress of the society, the old people's choice of pension mode has changed. The old people have changed from a simple home-based pension to a combination of community pension, institution pension and home-based pension. This change will provide a new opportunity for the development of the elderly service and the development of household services, but also to the diet, health care, sports, entertainment and tourism and other industries to promote the development of positive role, and optimize the elderly consumption market structure overall.

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