

# The Consumer Demand Features of the Artistic Training Market of China

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**Abstract.** Art education can be divided into professional art education and national art education. The professional art education means the education that aims to cultivate the professional intellectuals, while the national art education covers the whole society as a comprehensive art education art education that serves for the lifelong study. And the national art education of China can be divided into the school art education and the social art education. As an important part of the national art education, the social art education has significantly extended and supplied the school art education. The social education can reflect a country's art and cultural quality over the national are education to some extent because of its vast social coverage and strong influence. Along with the development of the social economy and culture, the demand of the art education will experience a sustainable increase. Different groups have different features of the consumer demands. Based on the researches of Chinese and overseas scholars, the article, by analyzing the features, has enumerated the factors that affect the behaviors of the consumers in the art training market of China, such like the economic capacity, degree of education, life style and other psychological factors.

## Introduction

Art education can be divided into professional art education and national art education. The professional art education means the education that aims to cultivate the professional intellectuals, while the national art education covers the whole society as a comprehensive art education art education that serves for the lifelong study. And the national art education of China can be divided into the school art education and the social art education. The school art education means the educational training service of the professional art teachers, while the social art education is conducted by the out-of-school art institutes, individuals and organizations, or the art education that offered by the school to the society. As an important part of the national art education, the social art education has significantly extended and supplied the school art education. The social education can reflect a country's art and cultural quality over the national are education to some extent because of its vast social coverage and strong influence. Along with the development of the social economy and culture, the demand of the art education will experience a sustainable increase. Therefore, the art education will have a huge developmental scope in the future.

Now, the art educational market of China can be divided into three parts. The first part of the art education is under the 9-year compulsory education policy. The second part is the planned-control education that mainly consists of the middle and higher education. The last part of it is the free competitive education that consists of private professional training centers and educational information services etc. Obviously, the art education in this article belongs to the third part. Therefore, art education is an organizational form, which is out of the regulation of the national regulation and plan, providing the service that relates to the art. [1] The art training market is huge and comprehensive and owns two features. First, profit-making. The art trainers not only demand for fees but also pursue the economic benefits according to their costs and gains. Second, art

education is closely interwoven with the projects and the consumption demand, emphasizing the practicability.

### **The Category Classification of the Art Training Market**

By type of the projects, it can be divided as music, dance, painting and dramas etc; by the groups of the consumers, it can be divided as the art education in the common primary and junior schools, the amateur art education in mid- and large scale schools and in the society. We can divide the art education into the type of hobby, the type of relaxation, the type of conformity and the type of enrollment.

### **The Feature Analysis on the Consumption of Art Education Market**

Different groups have different consumption features. Based on the foreign researches, the features have been listed as follow:

The general education in primary and junior schools is one of the major markets for art training. Along with the rapid development of the economy, more and more attention has been paid to the holistic education. The art training organizations have also been blooming in recent years, and more and more subjects are emerging. Most of the pupils are with their adolescence and juvenile years and have no decision-making rights because of their age limit. The decisions are mainly made by their parents. Therefore, the educational level, age, occupation and income etc of the parents will be the major factor that affect the market. As for this kind of training market, the parents' way of thinking will be the focus of the research so as to provide the main evidence for the art educational institutes to carefully plan their marketing strategies.[2]

This market mainly includes two groups of consumers. The first group consists of the university students that participate into the amateur training activities( most of the university students are above 18, so they will be categorized as the group of interest later on). The second group consists of the art students that take part in the college entrance exam of art, and the group has become the essential part of the current art training market. While the self-taught students mainly get their academic degree through a short-term amateur training of art. Now, the teaching is mainly conducted by correspondence study with the examination be used as an assistance. Generally speaking, people in this group have their own judgment, but susceptible to their teachers. And the gap between the extensive professional hobbies and the exam-oriented training is quite wide, because the goal of the training is one-fold and focuses more on the examinations rather than professional skills.

Most of the social amateurs are adults, and their training periods are fixed on the holidays such like the weekends, summer and winter holidays, Labors' Day and evenings etc. And they have extensive internists, and goal of their training are more diversified, such like cultivate a higher level of individual quality, training for the skills and socializing. As for them, training organizations should provide more and flexible subjects, for example, the one-to-one training service for the high-income individuals. And the training organizations should find their potential demand by social researching, and actively create the space for the demand, because the group needs attractions to lead their demand of consumption.[3]

Hobby Type. The consumer group of hobby type likes the art simply.They have their own artistic pursuits, and they are all the enthusiasts of the art.Thus, the demands of this kind of consumers are single, and they are the most stable one in the market of art training.

**Relaxation Type.** This kind of consumer group often makes use of the holidays or leisurely time in ordinary days to take trains for the way of relaxing themselves after tight working, and they also regarded it as the entertainment. This kind of consumer is not particular about the teaching quality, but about the environment and service.

**Conformity Type.** This kind of consumer group often does not have their own minds. They follow what is popular in public or what public thinks learning easily. It is also on the aspect of consumption of training for parents do not like their own children fall behind at the beginning line. This kind of consumer group has strong conformity psychology, the potential consumer demands of them can be evoked by guides and advertisements.

**Higher Grade Promotion Type.** This kind of consume group is often consist of artistic examinees, it aims at art college entrance examination or self-study examination. The training's aim is single and is main on the oriented examination. Thus, it is focused on the training of the specialized knowledge and the skills of the oriented examination. Hence, it is particular about the teachers' teaching abilities. (especially for the experienced teachers).

### **Influence Factors of Artistic Education Training Consumption Action.**

The choices of consumers for art education training are affected by many aspects, such as economy capability, education level, life style and psychological factor, etc. It can affect the training organizations' marketing strategies by studying the influence factors of consumers' decision. [4] This thesis mainly lists the influences of consumers taking part in art education training from the aspects of economy capability, education level, life style and psychological factors.

The definition of the consumer's economic capability is the capability of consumer's disposable income, it is also the key factor of consumer's purchasing power. The family's economic status affects directly to the consumer's purchasing power and consuming level. The consumer in good economic status has the strong capability to afford the higher price, or the capability to afford the higher price is weak. The art education training is the high-investment consumption. Though the consumer in the limited economic capability has the consumer demand, they may quit because of the limited purchasing power. While the consumer in strong economic capability has the advantages in choosing the art education training. They can choose the training organizations featuring the brand effects.

The consumer groups in different education levels are different in the levels of interesting and demands for art. The difference in education level is also the important influence factor of consumer demands. The well-educated and foresighted consumer chooses the art educated training for promoting his own personal quality, thus, he is particular about the specialized training organization as well as the the teacher's teaching abilities. While, the consumer in the lower education level is in the stronger conformity psychology. Thus, the standards of choosing the art education training organizations are lower. The level of education affects directly to the value views and manners of consumers as well as the consumer demands of art education training. [5]

Personality is one own psychological quality and accomplishment. The personality can be divided into confidence, domination, obedience, conservation, adaption and so on. Consumers in different personalities and life styles have different demands on products and branches. The marketing personnel should manage to differentiate the differences in the personality and life style. For example, some are interested in dancing, some are fond in music, and some like art.

The psychology of consumer is the psychological actions in the process of purchasing, consuming and servicing. Consumer's psychological factors are consist of the purchasing

motivation and feelings as well as consciousness, learning, belief and attitude. The consumer takes part in the process of art education training's decision may be with these kinds of psychological features, such as face-psychology, conformity psychology, authority psychology, comparing psychology, show-off psychology, etc. Different psychological features affect directly to the action of consumption for the art education training . For example, the consumer in face-psychology will choose the branch of art education training organization, while the consumer in conformity psychology will be lack of their own minds, following the public.

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