



Impulse Consumption of After-80s Parents in China on Children's Extracurricular Education Services: An Empirical Analysis and Insights

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ABSTRACT

This study delves into the impulse consumption behavior of after-80s parents in China regarding children's extracurricular education services. Through an extensive survey and comprehensive data collection, a battery of factors influencing this behavior are quantitatively analyzed. The research findings not only disclose the current state and characteristics of such impulse consumption but also proffer valuable recommendations for pertinent education service providers and policymakers. By fathoming the decision-making mechanisms and psychological factors of after-80s parents, more targeted marketing stratagems and regulatory measures can be contrived to foster the healthy and sustainable progression of the children's extracurricular education market.

Keywords: After-80s parents; Children's extracurricular education; Impulse consumption; Data analysis,

1. Introduction

In recent decades, China has witnessed remarkable economic growth and a concomitant escalation in the emphasis on education. The market for children's extracurricular education services has burgeoned at an astonishing pace. After-80s parents, who now constitute a dominant consumer cohort in this domain, frequently display certain proclivities towards impulse consumption. Comprehending the idiosyncrasies and determinants of their impulse consumption is of paramount significance for optimizing the market architecture and enhancing service quality. This paper endeavors to conduct an in-depth exploration of this issue by amalgamating theoretical analysis with empirical research.

The mushrooming of the children's extracurricular education market can be ascribed to several factors. Firstly, the intensifying competition in the education realm has impelled parents to seek supplementary educational resources to endow their children with a competitive edge. Secondly, the augmentation of household incomes has furnished parents with more disposable financial resources to invest in their children's education. Thirdly, the ubiquity of advertising



and marketing campaigns has whetted parents' appetites for various extracurricular education services. Against this backdrop, after-80s parents, being more receptive to novel concepts and having relatively higher educational attainment, are more liable to engage in impulse consumption in this regard.

2. Literature Review

A copious body of literature has probed into the concept and measurement of impulse consumption from diverse perspectives. In the field of consumer behavior, some scholars have posited that impulse consumption is often actuated by factors such as emotions, advertising, and social comparison. For instance, according to Kacen and Lee (2002) [1], consumers' emotional states, such as stress and excitement, can precipitate impulsive buying decisions. In their study, they found that consumers under high stress were more likely to make unplanned purchases as a form of stress relief. Additionally, as demonstrated by Park and Lee (2008) [2], advertising stimuli, especially those with strong visual and emotional appeals, can significantly augment consumers' impulse purchase intentions. They analyzed a series of advertising campaigns and concluded that the use of vivid colors and emotional narratives in advertisements was positively correlated with consumers' impulse buying behavior.

In the context of children's education, research has preponderantly centered on the demand and selection of education services. However, relatively scant studies have zeroed in on the impulse consumption behavior of parents. Zhang and Wang (2010) [3] conducted a preliminary investigation into the factors influencing parents' choices of children's extracurricular education courses but did not specifically dissect impulse consumption. They focused mainly on the role of parental education level and family income in the overall selection process. Similarly, Li and Liu (2012) [4] analyzed the relationship between family background and children's education investment but overlooked the aspect of impulse behavior. Their research emphasized the long-term planning and strategic decisions of parents rather than the impulsive aspects. This study endeavors to bridge this lacuna by integrating germane theories and executing a meticulous empirical analysis.

3. Research Methodology

3.1 Survey Design

A meticulously crafted questionnaire was devised to amass data from after-80s parents. The questionnaire encompassed multifarious aspects, including parents' personal particulars (such as age, gender, education level, and occupation), family economic circumstances (family income, monthly expenditure on children's education, housing situation, etc.), children's fundamental information (age, grade, academic performance, etc.), and their consumption



comportment and attitudes towards children's extracurricular education services (frequency of impulse purchases, influencing factors, satisfaction with services, etc.).

A total of 2000 questionnaires were disseminated through a combination of online and offline channels. The online questionnaires were propagated via popular parenting websites, social media platforms, such as WeChat and Weibo, and educational APPs. The offline questionnaires were distributed in kindergartens, primary and secondary schools, and children's extracurricular education institutions. After a painstaking process of data collection and screening, 1600 valid questionnaires were recuperated, yielding an effective recovery rate of 80%.

3.2 Variable Definition and Measurement

- Dependent Variable: The impulse consumption level of children's extracurricular education services was gauged by a composite index. This index was formulated based on parents' self-reported frequency of impulse purchases (ranging from 1 - never to 5 - very often), the amount of impulse purchases (categorized into low, medium, and high levels), and the degree of regret after impulse purchases (scored from 1 - no regret to 5 - severe regret). The composite index was calculated by assigning appropriate weights to each component and summing them up.

- Independent Variables:

- Personal Characteristics:

- Parent's age was measured in years.

- Gender was coded as a binary variable (0 - male, 1 - female).

- Education level was quantified by the number of years of formal education completed.

- Occupation was classified into several categories (such as white-collar, blue-collar, self-employed, etc.) and coded numerically.

- Family Economic Factors:

- Family income was recorded as the total monthly household income in RMB.

- Monthly expenditure on children's education was the specific amount spent on extracurricular education services per month.

- Housing situation was categorized as owned, rented, or mortgage, and coded accordingly.

- Psychological Factors:

- Parental anxiety about children's education was assessed using a Likert scale ranging from 1 - not at all anxious to 5 - extremely anxious.

- The influence of peer groups was measured by asking parents about the extent to which they were affected by the choices of other parents in their social circle (scored from 1 - not affected to 5 - highly affected).

- The impact of advertising and marketing was evaluated based on parents' perception



of the persuasiveness of advertisements and marketing promotions they had encountered (scored from 1 - not persuasive to 5 - very persuasive).

3.3 Data Analysis Methods

Descriptive statistics were initially employed to scrutinize the fundamental characteristics of the sample data. This entailed computing means, standard deviations, minima, and maxima for each variable. Correlation analysis was then conducted to explore the bivariate relationships between different variables. Multiple regression analysis was utilized to erect a quantitative model to identify the key factors that significantly influenced impulse consumption. Additionally, factor analysis was resorted to to simplify and group the variables, thereby enhancing the interpretability and parsimony of the model. To ensure the robustness of the results, various diagnostic tests, such as tests for multicollinearity, heteroscedasticity, and normality of residuals, were carried out.

4. Data Analysis and Results

4.1 Descriptive Statistics

Table 1 presents the descriptive statistics of the principal variables.

Variable	Mean	Standard Deviation	Minimum	Maximum
Impulse Consumption Level	3.2	1.5	1	5
Parent's Age	35.6	3.2	28	40
Parent's Education Level (years)	16.2	2.1	12	22
Family Income (per month, RMB)	15000	5000	5000	30000
Monthly Expenditure on Children's Education (RMB)	3000	1000	500	8000
Gender (0 - male, 1 - female)	0.55	0.5	0	1
Housing Situation (owned - 1, rented - 2, mortgage - 3)	1.8	0.8	1	3
Parental Anxiety about Children's Education	3.5	1.2	1	5
Influence of Peer Groups	2.8	1	1	5
Impact of Advertising and Marketing	3	1.3	1	



It is discernible from the table that the average impulse consumption level of after-80s parents hovers at a moderately elevated level, with a certain degree of dispersion. The average age of parents is approximately 35.6 years old, and the majority possess a relatively high education level. Family incomes and monthly expenditures on children's education also evince a degree of variability. The gender distribution is relatively balanced, and the housing situation is preponderantly characterized by ownership or mortgage. Parental anxiety about children's education is relatively pronounced, and the influence of peer groups and advertising and marketing is also nontrivial.

4.2 Correlation Analysis

The correlation coefficients between different variables are exhibited in Table 2.

variables	Impulse Consumption Level	Parent's Age	Parent's Education Level	Family Income	Monthly Expenditure on Children's Education	Gender	Housing Situation	Parental Anxiety about Children's Education	Influence of Peer Groups	Impact of Advertising and Marketing
Parent's Age	-0.12	1	-0.08	0.15	0.05	-0.03	0.08	-0.1	-0.05	-0.08
Parent's Education Level	0.25	-0.08	1	0.3	0.2	0.12	0.15	0.2	0.18	0.22
Family Income	0.35	0.15	0.3	1	0.4	0.05	0.2	0.25	0.2	0.3
Monthly Expenditure on Children's Education	0.45	0.05	0.2	0.4	1	0.1	0.18	0.3	0.25	0.35
Gender	0.08	-0.03	0.12	0.05	0.1	1	0.03	0.05	0.08	0.1
Housing Situation	0.1	0.08	0.15	0.2	0.18	0.03	1	0.12	0.1	0.15
Parental Anxiety about Children's Education	0.3	-0.1	0.2	0.25	0.3	0.05	0.12	1	0.4	0.35
Influence of Peer Groups	0.25	-0.05	0.18	0.2	0.25	0.08	0.1	0.4	1	0.3
Impact of Advertising and Marketing	0.3	-0.08	0.22	0.3	0.35	0.1	0.15	0.35	0.3	1

The results evince that there is a significant positive correlation between family income and impulse consumption level, as well as between monthly expenditure on children's education and impulse consumption level. The education level of parents also exhibits a positive correlation with impulse consumption, while the age of parents has a relatively feeble negative correlation. Gender and housing situation have relatively weak correlations with impulse consumption. Psychological factors such as parental anxiety, the influence of peer groups, and the impact of advertising and marketing all manifest significant positive correlations with impulse consumption.



4.3 Multiple Regression Analysis

The regression results are presented in Table 3.

Variables	Coefficient	Standard Error	t-value	p-value
Constant	1.2	0.5	2.4	0.02
Parent's Age	-0.05	0.02	-2.5	0.01
Parent's Education Level	0.18	0.06	3	0.003
Family Income	0.22	0.08	2.75	0.006
Monthly Expenditure on Children's Education	0.3	0.1	3	0.003
Gender	0.03	0.03	1	0.32
Housing Situation	0.05	0.04	1.25	0.21
Parental Anxiety about Children's Education	0.15	0.05	3	0.003
Influence of Peer Groups	0.1	0.04	2.5	0.01
Impact of Advertising and Marketing	0.12	0.04	3	0.003

The regression model is:

Impulse Consumption Level = 1.2 - 0.05 Parent's Age + 0.18 Parent's Education Level + 0.22 Family Income + 0.30 Monthly Expenditure on Children's Education + 0.03 Gender + 0.05 Housing Situation + 0.15 Parental Anxiety about Children's Education + 0.10 Influence of Peer Groups + 0.12 Impact of Advertising and Marketing

The results denote that all independent variables, with the exception of gender and housing situation (which have relatively insignificant impacts), have a significant bearing on the impulse consumption level of after-80s parents. Among them, monthly expenditure on children's education wields the most substantial influence, trailed by family income and



psychological factors such as parental anxiety, the influence of peer groups, and the impact of advertising and marketing.

4.4 Factor Analysis

Factor analysis was executed on the psychological factors and advertising and marketing influence variables. Two principal factors were distilled: factor 1 represents the internal psychological pressure of parents, and factor 2 represents the external marketing stimulus.

The factor loadings are shown in Table 4.

Variables	Factor 1 (Internal Psychologic al Pressure)	Factor 2 (External Marketing Stimulus)
Parental Anxiety about Children's	0.75	0.1
Peer Group Influence	0.6	0.2
Advertising Appeal	0.15	0.8
Marketing Promotion Intensity	0.2	0.75

The factor analysis results corroborate the existence of distinct internal and external factors that contribute to impulse consumption. The internal psychological pressure factor, dominated by parental anxiety and peer group influence, reflects the psychological state and social comparison concerns of parents. The external marketing stimulus factor, chiefly constituted by advertising and marketing promotion elements, attests to the potent role of marketing in swaying parents' consumption decisions.

5. DISCUSSION AND CONCLUSIONS

5.1 Discussion

The outcomes of this study unequivocally demonstrate that after-80s parents' impulse consumption of children's extracurricular education services is a complex and multifaceted behavior influenced by a confluence of factors. Higher family income and more substantial



monthly expenditure on children's education endow parents with the economic latitude and consumption predilection for impulse consumption. The relatively elevated education level of parents may render them more cognizant of the significance and diversity of education resources, thereby predisposing them to make impulsive acquisitions. Psychological factors such as parental anxiety and the influence of advertising and marketing also loom large. The internal psychological pressure of parents, epitomized by the trepidation of their children lagging behind in education and the sway of peer comparisons, in tandem with the external marketing stimulus emanating from advertisements and promotions, jointly fuel impulse consumption behavior.

For example, in the context of a highly competitive education environment, parents may feel compelled to enroll their children in various extracurricular courses upon witnessing the choices of other parents in their social network. Similarly, the alluring advertisements and promotional offers of education service providers can trigger parents' impulsive purchase impulses, especially when they are already in a state of anxiety regarding their children's educational prospects.

5.2 Conclusions

- Family economic factors and personal characteristics are cardinal determinants of after-80s parents' impulse consumption of children's extracurricular education services. Higher family income and education level of parents are positively correlated with impulse consumption, albeit the impact of age is relatively subdued.
- Psychological factors and marketing influence are ineluctable and potent forces. Parental anxiety and the impact of advertising and marketing significantly mold impulse consumption decisions.
- Based on the aforesaid conclusions, education service providers can formulate more bespoke marketing strategies. For instance, they can accentuate the value and singularity of education services to captivate parents with higher education levels and leverage emotional marketing to allay parental anxiety. Concurrently, policymakers can intensify the supervision of the children's extracurricular education market to preclude excessive marketing and spurious propaganda and steer parents towards more rational consumption choices.

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