

Dalian Marketing Strategy and Brand Building for Inclusive Private Kindergartens

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Keywords: Dalian; Inclusive private kindergartens; Marketing strategy; Brand building; Market and consumer analysis; Environment of competition

Abstract: This paper aims to explore the marketing strategy and brand building of inclusive private kindergartens in Dalian, with a view to providing targeted development strategies and suggestions for kindergartens. Firstly, this paper expounds the importance of preschool education and the position and role of inclusive private kindergartens in preschool education system. Subsequently, this paper adopts the method of combining market and consumer analysis, marketing strategy research and brand building discussion, and reveals the market opportunities and challenges faced by kindergartens through in-depth analysis of the market survey, target consumer group characteristics, market demand and trends and competitive environment of inclusive private kindergartens in Dalian. The research shows that the inclusive private kindergarten market in Dalian has broad development prospects, but it also faces fierce competition. Effective marketing strategy and brand building are very important for the development of kindergartens. By defining brand positioning, shaping unique brand image and implementing accurate marketing strategies, kindergartens can stand out from the competition.

1. Introduction

With the increasing attention paid by the state to preschool education, inclusive preschool education has become an important way to promote educational equity and meet people's basic educational needs [1]. As an important city in the northeast of China, Dalian's preschool education has made remarkable progress in recent years, but at the same time, it also faces problems such as uneven distribution of resources and shortage of high-quality educational resources [2-3]. In particular, inclusive private kindergartens, as an important supplementary force outside public kindergartens, have a direct impact on the popularity and quality of preschool education [4]. Therefore, the purpose of this study is to deeply explore the marketing strategy and brand building of inclusive private kindergartens in Dalian, with a view to providing theoretical support and practical guidance for improving the service quality of preschool education and promoting educational equity.

The main purpose of this study is to put forward targeted marketing strategies and brand building programs by analyzing the current market situation, consumer demand and competitive environment of inclusive private kindergartens in Dalian, so as to promote their sustainable development. Specific research questions include: How to accurately locate the market position of inclusive private kindergartens? How to formulate effective marketing strategies according to the needs of target consumers? How to build and enhance brand image in the fierce market competition? And how to enhance the attraction and competitiveness of kindergartens through brand building?

2. Analysis on the market and consumers of inclusive private kindergartens in Dalian

2.1. Dalian inclusive private kindergarten market overview

As an important coastal city in the northeast of China, Dalian has a high level of economic, cultural and social development, and the demand for preschool education is also growing [5]. In recent years, with the promotion of inclusive policies for preschool education, the inclusive private

kindergarten market in Dalian has shown a rapid development trend [6]. These kindergartens aim at providing high-quality and affordable preschool education services and become an important supplement to public kindergartens.

The number of inclusive private kindergartens in Dalian is increasing year by year, and the distribution scope is expanding, extending from the central area of the city to the suburbs and rural areas [7]. There are differences in the scale of running schools, facilities and teachers in these kindergartens, but they generally pay attention to the improvement of education quality and the practice of co-education in their homes. At the same time, the government has also increased its support for inclusive private kindergartens to promote their healthy development through financial subsidies and policy guidance.

2.2. Characteristics of target consumer groups

The target consumer groups of inclusive private kindergartens in Dalian are mainly families with pre-school education needs, especially those parents who have certain requirements for the quality of education, but hope that the price is relatively close to the people [8]. The characteristics of these parents are shown in Figure 1:

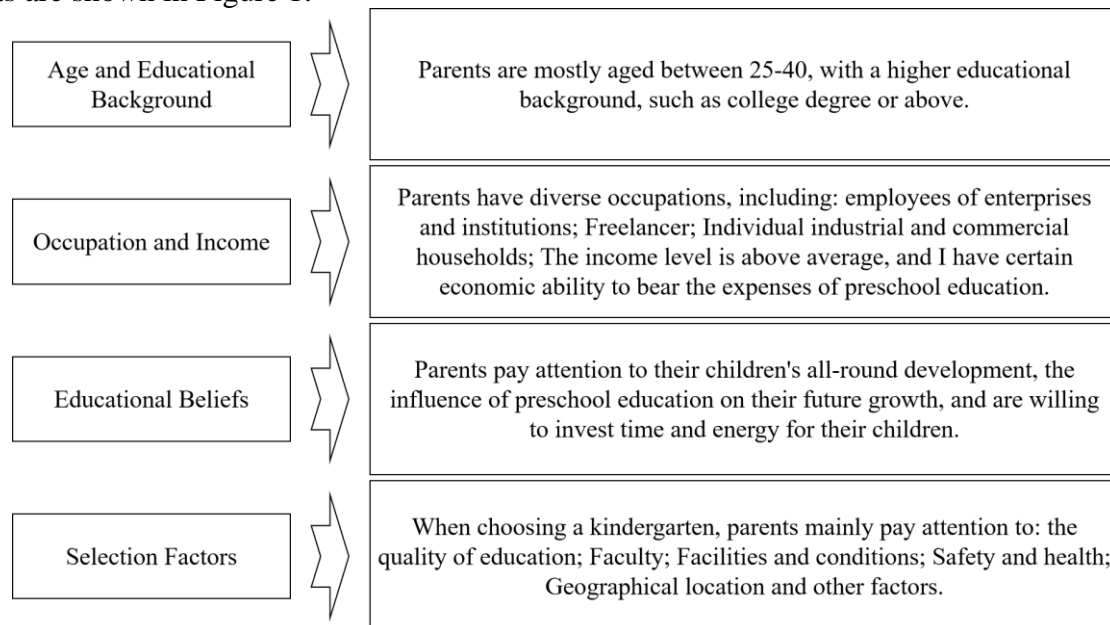


Figure 1 Parents' characteristics and their considerations in choosing kindergartens

2.3. Market demand and trend

With the sustained development of Dalian's economy and the adjustment of population policy, the market demand of inclusive private kindergartens presents the following trends:

Demand growth: With the liberalization of the two-child and three-child policy, the demand for preschool education will further increase, especially for inclusive private kindergartens.

Quality improvement: Parents are increasingly demanding the quality of preschool education, paying attention to children's individualized development and comprehensive quality training. Therefore, providing high-quality and distinctive educational services will become an important development direction of inclusive private kindergartens.

Price sensitivity: Although parents are willing to invest in education expenses for their children, price is still one of the important factors they consider [9]. Therefore, inclusive private kindergartens need to reasonably control costs and provide cost-effective services on the premise of ensuring the quality of education.

Family-kindergarten co-education: Parents pay more and more attention to communication and cooperation with kindergartens, hoping to participate in their children's education process. Therefore, inclusive private kindergartens need to strengthen the practice of family-kindergarten co-education and establish a good relationship between families and kindergartens.

2.4. Analysis of competitive environment

The inclusive private kindergarten market in Dalian is facing a fierce competitive environment, which is mainly reflected in the following aspects in Figure 2:

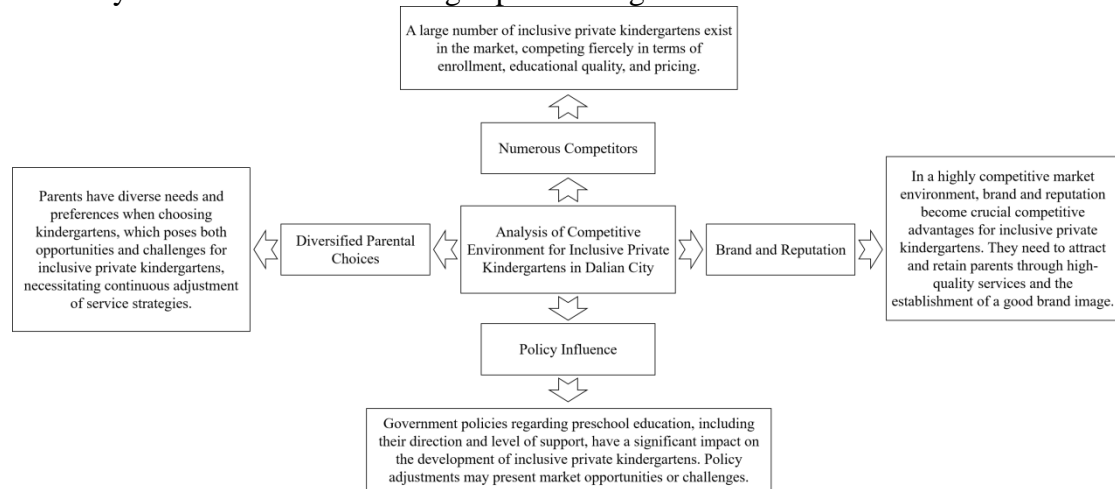


Figure 2 Market competition analysis of inclusive private kindergartens in Dalian

Dalian inclusive private kindergarten market has broad development prospects and fierce competition environment. Kindergartens need to know more about the market situation, the characteristics of target consumers, the market demand and trend, and the competitive environment, so as to formulate effective marketing strategies and brand building programs.

3. Marketing strategy for inclusive private kindergartens

3.1. Product and service strategy

In the marketing of inclusive private kindergartens, product and service strategy is the core [10]. First of all, kindergartens should define the educational concept and characteristics of inclusive private kindergartens, and design the curriculum system and teaching activities on this basis. The course content should not only meet the national education standards, but also reflect the unique value of kindergartens and meet the needs of parents for the individualized growth of their children.

In terms of services, kindergartens should improve their overall service quality, including teachers, teaching facilities, safety management, health care, etc. Strengthen teacher training, improve teachers' professional quality and teaching ability, and ensure the provision of high-quality educational services for children. At the same time, kindergartens should optimize the environment and create a safe, comfortable and educational learning space; Strengthen home communication, hold regular parent-teacher conferences, open days and other activities to enhance parents' sense of participation and satisfaction.

3.2. Price strategies

Price strategy is an important part of the marketing of inclusive private kindergartens. Since the orientation of inclusive private kindergartens is oriented to the public, the price should be relatively close to the people to attract more families. When setting the price, kindergartens should comprehensively consider factors such as cost, market competition and parents' ability to pay to ensure the rationality and competitiveness of the price. At the same time, kindergartens can adopt differentiated pricing strategies, such as setting different price levels according to children's age, course type and service content to meet the needs of different families. Kindergartens can also adopt preferential promotion strategies, such as freshmen registration discount and group registration discount, to attract more potential customers.

3.3. Channels and promotion strategies

Channels and promotion strategies are the key to expand the popularity and influence of

inclusive private kindergartens. Kindergartens should establish diversified enrollment channels, including online and offline, as shown in Figure 3:

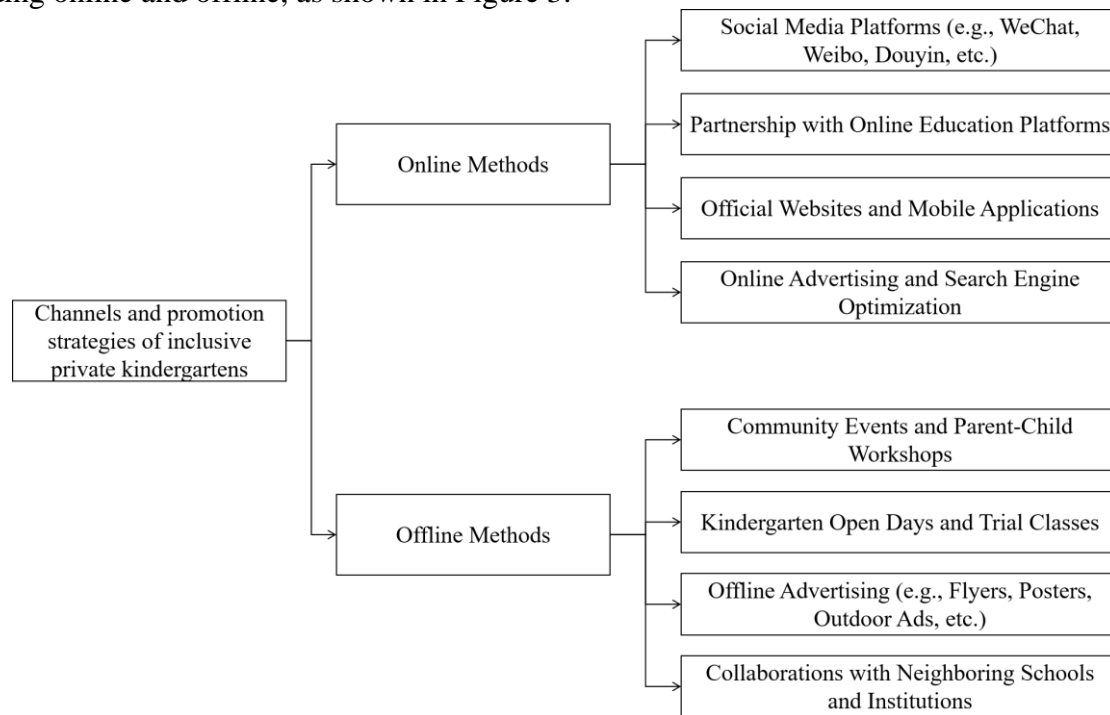


Figure 3 Channels and promotion strategies of inclusive private kindergartens

In the process of promotion, kindergartens should pay attention to word-of-mouth marketing, encourage parents and children to share their educational achievements and experiences, and form a good word-of-mouth effect. At the same time, it can cooperate with the media to conduct news reports and special interviews, so as to enhance the social influence and credibility of kindergartens.

3.4. Customer relationship management

Customer relationship management is an important link to maintain a good relationship between inclusive private kindergartens and parents. Kindergartens should establish a perfect customer information management system to record parents' basic information, demand preferences, feedback and so on, so as to provide personalized service and communication.

Kindergartens should also keep in touch with parents regularly, understand their needs and opinions, solve problems and improve services in time. The park can set up a parent committee or a parent volunteer team to let parents participate in the management and activities of the kindergarten and enhance their sense of belonging and satisfaction. At the same time, the park can also hold parent education lectures, parent-child activities, etc., to enhance parents' educational concept and parenting ability, and further consolidate the relationship with parents.

4. Brand building of inclusive private kindergartens in Dalian

4.1. Brand positioning and value proposition

Brand building is the key to enhance competitiveness and attract parents' attention for inclusive private kindergartens. In terms of brand positioning, Dalian inclusive private kindergarten should be clear about its unique position and differentiated advantages in the market. This requires kindergartens to deeply understand the needs and expectations of target parents, such as paying attention to cost performance, education quality, safety and health, and thus determine the core value of the brand.

Value proposition is the basis of establishing emotional connection between brands and consumers, which should clearly convey the educational concept, teaching characteristics and service commitment of kindergartens. For example, an inclusive private kindergarten in Dalian may

take "let every child enjoy high-quality preschool education" as its value proposition, emphasizing the inclusiveness of its educational resources and the Excellence of educational quality. Through a clear value proposition, kindergartens can establish a unique and positive brand image in the hearts of parents.

4.2. Brand image building and communication

Brand image is an intuitive embodiment of brand building, which includes visual recognition system, environmental layout, teacher image, teaching atmosphere and many other aspects. When building the brand image of inclusive private kindergartens in Dalian, we should pay attention to the unity and coordination of the overall style to ensure that the brand image can accurately convey the educational concept and cultural connotation of kindergartens.

In terms of brand image communication, kindergartens should make full use of online and offline channels to improve brand awareness and influence. Kindergartens can also cooperate with the media to conduct news reports, special interviews, etc. to enhance the social influence and credibility of the brand. At the same time, kindergartens should pay attention to word-of-mouth marketing, encourage parents and children to share the positive evaluation and experience of kindergartens and form a good word-of-mouth communication effect.

5. Conclusions

This study focuses on the market and consumer analysis of inclusive private kindergartens in Dalian, as well as the corresponding marketing strategies and brand building. Through in-depth analysis, this paper draws the following main findings:

Market overview and target consumers: The market of inclusive private kindergartens in Dalian is in a rapid development stage, with obvious characteristics of target consumers, mainly concentrated in parents who have high requirements for education quality, are price-sensitive and pay attention to co-education in their homes. This discovery provides an important basis for kindergartens to formulate accurate marketing strategies.

Market demand and trend: With the adjustment of population policy and the change of parents' educational concept, inclusive private kindergartens in Dalian are facing multiple trends such as demand growth, quality improvement, price sensitivity and home co-education. This requires that kindergartens must constantly innovate to meet the diversified needs of the market.

Competitive environment: The market competition of inclusive private kindergartens in Dalian is fierce, and the changes of policies and parents' choices have an important impact on the development of kindergartens. Therefore, kindergartens need to pay close attention to market dynamics and flexibly adjust their strategies to cope with competition.

Importance of marketing strategy and brand building: This study emphasizes that effective marketing strategy and brand building are very important for the development of inclusive private kindergartens in Dalian. By defining brand positioning, shaping unique brand image and implementing accurate marketing strategies, kindergartens can stand out from the competition and attract more parents' choice and trust.

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Research on the high quality development of inclusive private kindergartens in Dalian.

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