



温州肯恩大学  
WENZHOU-KEAN UNIVERSITY

**An investigation of factors affecting Chinese college student's selection of English  
tutoring institutions**

In Partial Fulfillment of the Requirements  
for the Bachelor of Science in Global Business

by

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## Wenzhou-Kean University Graduation Project Application Form

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## ABSTRACT

*English tutoring institutions are thriving in Chinese Mainland in recent years. It is vital for English tutoring institutions managers to know what are the factors affecting their customers' selection of English tutoring institutions and why customers choose them instead of choosing others. The objective of this paper is to reveal what are factors that affect Chinese college students' selection of English tutoring institutions in China so that tutoring institutions managers may focus more on some of the highly related factors instead of focusing on other weakly related factors. In this paper, 212 Chinese college students participated on the online survey. This paper analyzed the correlation between purchase intention and price, brand image, service variety, and customer relationship. Through data analysis, it showed that price, brand image, service variety, and customer relationship are all positively associated with Chinese college students' purchase intention of English tutoring institutions.*

Keywords: English tutoring institutions in China, Purchase intention, Price, Company brand image, Service variety, Customer relationship.

## INTRODUCTION

As we may know, Manhattan Prep Inc. is a popular tutoring institution in North America. In recent years, the number of students who attend private tutoring institutions is growing. Thus, the market of tutoring institutions is expanding as well. As in other parts of the world, the number of private tutoring institutions has expanded significantly in Mainland China during the past decade (Zhang, 2014). Among with those students who attend English tutoring institutions, many of them are studying TOEFL, SAT, GMAT, GRE, and so on, which are required for applying graduated or under graduated study programs in North America. Studying abroad in China is very popular now. There are a number of motivators that attract students to study abroad. One of these motivators is program feature. Program feature is supported to be one of clear attractions for students to study abroad (Bodycott, 2009). To conclude, the market of English tutoring institutions in China is growing in a very fast speed.

Moreover, private tutoring industry in China is very sophisticated and diverse, and the development of the industry is not very straightforward and flat (Bai, Tang, Li, & Fan, 2019). In addition, with a clear distribution of labors among tutoring instructors, technical support teams, and teaching research teams, the English tutoring market has gradually developed a more comprehensive tutoring research system in continuous search for the balances between criteria for the control of quality and diversity for individuals' learning demands (Bai et al., 2019). It conveys that many of English tutoring institutions in China have already developed systematic ways for teaching. Thus, the competitive advantages that some of the institutions well-known by having systematic teaching ways have paled in importance in recent years. The purpose of this paper is to find some of crucial factors that affect Chinese college student's selection of English tutoring institutions. In this paper, it focuses on price, brand image, service variety, and customer relationship factors.

## **LITERATURE REVIEW - BACKGROUND**

### **Purchase Intention**

Purchase intention is defined as the possibility that consumers will purchase the product or service (Sam & Tahir, 2009). There are a majority of similar findings among purchase intention researches. Information quality, perceived price, brand image and trust factors are considered to be crucial and influential factors toward purchase intention (Liu & Zhang, 2014).

### **Product Price**

Price, as an attribute of a product, plays an important role in a product. Price in the marketplace is determined by the interaction between the force of supply and the force of demand (Dodds, Monroe, & Grewal, 1991). In particular, many online products/services are intangible. Given a product/service, consumers evaluate the appropriateness of the price based on its quality, and this perceived price is also directly related to consumers value and purchase intentions (Chiang & Jang, 2007).

### **Brand Image**

Brand image is one of intangible assets, and it can generate shareholders' value (Nandan, 2005). Customers who have awareness of one brand tend to choose the known brand instead of choosing other brands that they do not know, even though other brands may have a better quality than this well-known brand (Hoyer & Brown, 1990). A company brand can significantly influence customers' perceived quality and loyalty (Chiang & Jang, 2007), whether tutoring company brand image could bring tutoring institutions businesses is not clear.

### **Service Variety**

Product/service variety is defined as a consumer evaluation of the variety of product/service types in stores (Wu, Yeh, & Hsiao, 2011). The term "variety" is frequently used to indicate consumers' choices. Consumers are often satisfied with having variety of choices for them to choose (Paul & Rana, 2012). As for English tutoring institutions, they have

several types of ways for tutoring their students, such as offline one-to-one tutoring and online lecture tutoring.

### **Customer Relationship**

Alternatives that provided to customers are weakened by their loyalty toward a particular brand. Companies need to build strong customer relationships with their existing customers so that they can keep them as long as possible (A. J. Kim & Ko, 2010). Loyalty and customer relationship have significant positive effects on consumers' repurchase intentions (Chiu, Chang, Cheng, & Fang, 2009).

### **STATEMENT OF HYPOTHESIS**

As a major consideration in making purchase decisions, perceived price will be evaluated by a majority of customers in purchase decisions (Chiang & Jang, 2007). Price usually acts as an indicator of product quality, meaning that consumers expect high quality when the price is high (Chiang & Jang, 2007). If the price is relatively low, consumers will feel that it is a fair price, indicating that they are willing to pay it for a relatively low quality. Moreover, perceived quality is increasing while the price is increasing (Dodds et al., 1991), showing that price can indicate product quality. Thus, if the price is reasonable, consumers will have greater intentions to purchase. In this case, for education quality, we assume that students prefer to get a relatively high education quality rather than paying a relatively low price. Thus, perceived price is hypothesized to be positively associated with purchase intention.

Strong brand image can add value to consumer purchase evaluations. If a company have a good brand image, it will not only show the positive impression to its customers, but also indicate that this brand has a higher level of brand image strength than other brands have (H. Kim & Kim, 2005). Thus, Company brand of selection of English tutoring institutions is hypothesized to be positively associated with purchase intention.

Product/service variety is defined as a consumer evaluation of the variety of product/service types in stores (Wu et al., 2011). It might influence consumers' purchase intentions since it influences consumers' evaluations of this brand. Like food, or other products displaced in the store, service variety may also influence consumers purchase intentions. English tutoring institutions in China have a variety of services, such as one-to-one tutoring, fundamental course, small size class, online class, and so on. Thus, service variety of selection of English tutoring institutions is hypothesized to be positively associated with purchase intention.

Customer relationship has a significant positive effect on consumers' repurchase intentions (Chiu et al., 2009). Thus, customer relationship is hypothesized to be positively associated with purchase intention.

Based on the existing body of knowledge reported above, the following hypotheses are derived.

**Research Question (RQ):** What are the factors affecting Chinese college student's selection of English tutoring institutions?

H1: Perceived price of selection of English tutoring institutions is positively associated with consumer's purchase intention.

H2: Company brand of selection of English tutoring institutions is positively associated with consumer's purchase intention.

H3: Service variety of selection of English tutoring institutions is positively associated with consumer's purchase intention.

H4: Customer relationship of selection of English tutoring institutions is positively associated with consumer's purchase intention.

## **METHODOLOGY**

### **Instrumentation Design (Quantitative Method)**

The main methodology that this research used is quantitative method. An online survey will be used in this research via WJX. Students were asked to review all the information and answers from an online survey. The online survey consists of three parts: Part I seeks students' personal information, such as gender, age, year level in college year, and personal or family income. Part II seeks students' attitudes towards selecting English tutoring company with considering several factors, which are perceived price, brand image, service variety, and customer relationship. These factors might influence their purchase intentions. Part III seeks students' purchase intentions by giving different situations. The online survey will be shown in the appendix.

### **Sampling**

As a major part of customers of English tutoring institutions, Chinese college students who have experienced English tutoring service will be the target population. The sample size should be 100 or larger for factor analysis. Thus, in this research, the online survey has collected 212 Chinese college students' responses. The reason why this research does not use a simple random sampling is that a simple random sampling has some limitations. The main limitation is that researchers may choose those groups who can provide the data he/she prefers. Thus, the simple random sampling is not appropriated for every research (Kadilar & Cingi, 2006). In this research, College students self-selected to answer this online survey.

#### ***1. Survey Question on personal information***

Several options were presented as possible responses for each question.

Gender

Year level in college year

Personal or family income per month

For the demographic questions, four options were presented as possible responses. Setting demographic questions is very crucial. To know who are these people answering this online survey is very important because it might directly influence the data that gathered from these participants (Huff & Tingley, 2015).

**2. *Survey Question on the four factors that consumers might consider as important of selecting English tutoring institutions.***

A Likert Scale (scaled from one to seven) contains four items that were provided to measure the factors:

Perceived price

Brand image

Service variety

Customer relationship

As the literature review and statement of hypothesis discussed above, perceived price, brand image, service variety, and customer relationship are the four factors that have high possibility in influencing consumers purchase intentions. There are four questions on each four items asking for college students' perceived price, brand image, service variety, and customer relationship of selecting English tutoring institutions.

**3. *Survey Question on purchase intention based on giving one scenario of each four factors***

A Likert Scale (scaled from one to seven) contains four items each with its scenario was provided to measure purchase intentions of consumers. There are four questions asked for college students' purchase intentions.

## RESULTS

### Demographic Characteristics

		Gender	Age	YearL	Income
N	Valid	212	212	212	212
	Missing	0	0	0	0
Mean		1.57	1.82	3.45	2.75
Std. Error of Mean		.034	.030	.062	.078
Std. Deviation		.496	.431	.909	1.134
Variance		.246	.186	.827	1.286
Skewness		-.288	-.939	-1.557	-.254
Std. Error of Skewness		.167	.167	.167	.167
Kurtosis		-1.935	.769	1.274	-1.375
Std. Error of Kurtosis		.333	.333	.333	.333

Table 1 Demographic Characteristics

The online survey has collected 212 college students in total, and the valid data are 212, which contain 91 males, and 121 females. The skewness of all four attributes are negative, indicating that in normal distribution curve, the four curves are inclining on the right, and showing that the age of participants is around 20, that the college year level of participants is around senior, and that the income of participants is around 15,000 per month based on the survey questions.

	N	Minimum	Maximum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
QPrice	212	1.50	7.00	5.1144	.08654	1.26010	-1.125	.167	.911	.333
QBrand	212	1.50	7.00	5.0531	.08875	1.29223	-.801	.167	-.013	.333
QService	212	2.00	7.00	5.1297	.08018	1.16740	-.806	.167	.048	.333
QRelationship	212	1.50	7.00	4.9988	.08601	1.25237	-1.085	.167	.564	.333
MeanPI	212	1.50	7.00	4.9965	.09567	1.39300	-1.020	.167	.140	.333
Valid N (listwise)	212									

Table 2 Descriptive Statistics of Variables

Table 2 describes the mean, std. deviation, skewness, and kurtosis of the mean of four questions for perceived price, the mean of four questions for brand image, the mean of four questions for service variety, the mean of four questions for customer relationship, and the mean of the four questions for purchase intention.

## ANALYSIS

### Reliability Analysis

Constructs	Cronbach's alpha	No. of items
Price	0.843	4
Brand	0.867	4
Service Variety	0.822	4
Customer Relationship	0.814	4
Purchase Intention	0.864	4

Table 3 Reliability Statistics

The reliability analysis reveals that whether a scale can consistently reflect the construct it measured or not (Hinton, McMurray, & Brownlow, 2014). In order to get scales consistently reflect the constructs, a high reliability or a high Cronbach's alpha is required in researches. Typically, a Cronbach's alpha is supposed to be greater than 0.7, which can support the data that gathered from participants are reliable (Weaver & Maxwell, 2014).

In table 3, it shows that the Cronbach's alpha of Price containing four items is 0.843, that the Cronbach's alpha of Brand containing four items is 0.867, that the Cronbach's alpha of Service Variety containing four items is 0.822, that the Cronbach's alpha of Customer Relationship containing four items is 0.814, and that the Cronbach's alpha of Purchase Intention containing four items is 0.864. Based on the reliability analysis mentioned above, all of these five constructs' Cronbach's alpha are greater than 0.7, meaning all of these five constructs are reliable.

## Correlation Analysis

		QPrice	QBrand	QService	QRelationship	MeanPI
QPrice	Pearson Correlation	1	.376**	.357**	.335**	.533**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	212	212	212	212	212
QBrand	Pearson Correlation	.376**	1	.374**	.303**	.521**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	212	212	212	212	212
QService	Pearson Correlation	.357**	.374**	1	.340**	.480**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	212	212	212	212	212
QRelationship	Pearson Correlation	.335**	.303**	.340**	1	.473**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	212	212	212	212	212
MeanPI	Pearson Correlation	.533**	.521**	.480**	.473**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	212	212	212	212	212

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4 Correlation Between the Four Factors and Their Purchase Intentions

The correlation analysis method is widely used in marketing research area. The correlation analysis method refers to a study method used in exploring or determining the statistical relationship between two quantitatively measured variables (Ezekiel, 1930). For using correlation analysis method, given that at 0.01 level and 2 -tailed, the value is found can be positive and negative. If the value is positive, it means that if one variable increases, the other variable will increase simultaneously. On the contrary, if the value is negative, it indicates that if one variable increases, the other one will decrease simultaneously (Hardoon, Szedmak, & Shawe-Taylor, 2004).

In table 4, the five constructs are all the mean of their items. Using the mean to calculate the correlations between each other. Initially, the value of the correlation between QPrice and MeanPI is equal to .533\*\*, which means that the correlation between QPrice and MeanPI is positive and significant at 0.01 level (2-tailed). Thus, H1, which states that perceived price of

selection of English tutoring institutions is positively associated with consumer's purchase intention, can be supported. Second, the value of the correlation between QBrand and MeanPI is equal to .521\*\*, which indicates that the correlation between QPrice and MeanPI is positive and significant. Thus, H2, which states that company brand of selection of English tutoring institutions is positively associated with consumer's purchase intention, can be supported. Third, the value of the correlation between QService and MeanPI is equal to .480\*\*, which reveals that the correlation between QService and MeanPI is positive and significant. Hence, H3, which hypothesized that service variety of selection of English tutoring institutions is positively associated with consumer's purchase intention, can be supported. Fourth, the value of the correlation between QRelationship and MeanPI is equal to .473\*\*, which conveys that the correlation between QRelationship and MeanPI is positive and significant. Hence, H4, which states that customer relationship of selection of English tutoring institutions is positively associated with consumer's purchase intention can be supported.

## **CONCLUSIONS AND PRACTICAL IMPLICATIONS**

In conclusion, as mentioned in the analysis section, all four hypotheses are supported by results.

For the H1, which states that perceived price of selection of English tutoring institutions is positively associated with consumer's purchase intention, managers of Chinese English tutoring institutions can balance the demand and the price that they charged from consumers in order to maximize their profits. The results show that consumers prefer to choose the one which has a higher price, since they are willing to get higher educational quality (they hope to acquire more from the institution which charges them a higher price). There are two ways to increase profits, which are reducing the cost and increasing the revenue (Lieberman, 2003). Consumers are more sensitive to some goods or services than others. For example, if some

goods, which are not necessities for consumers, rise price a little bit high, consumers may not buy them from that company anymore. Nevertheless, English tutoring education is different from them. Consumers may consider that higher price represents high quality. Managers can take advantage of this idea so that maximizing their profits

H2 hypothesizes that company brand of selection of English tutoring institutions is positively associated with consumer's purchase intention. It means that the higher brand image an institution has, the stronger competitive advantage it has. College students believe that institutions who have high brand equity have high education quality. In this case, managers should try their best to build high brand image value. They may do more advertisements, or do something that can increase their brand image. For instance, some institutions donate money to Red Cross to help poor children.

H3 states that service variety of selection of English tutoring institutions is positively associated with consumer's purchase intention. It conveys that increasing the service variety can strength institutions' competitive advantage. Managers can innovate more ways of delivering their courses (academic knowledge) to students. For instance, some English institutions have a variety courses, such as one-to-one course, fundamental knowledge course, and deep-thinking course.

H4 presents that customer relationship of selection of English tutoring institutions is positively associated with consumer's purchase intention. It expresses that institutions which have stronger customer relationships have stronger competitive advantages. For this point, managers can use several strategies to build strong customer relationships. For example, they can build a passion and enthusiastic image to their consumers. They may hold some activities and encourage students to engage. In addition, they may call their consumers asking for feedbacks.

## **LIMITATIONS AND FUTURE RESEARCH**

According to the results and the analysis, there are still some limitations among with this research. The participants can not represent the whole China English tutoring market. It has some limitations to represent the whole Chinese English tutoring institutions consumers. Moreover, many of participants are only from one part of China - southern China. Thus, strictly speaking, this study findings can only be used to exhibit or explain the situation in southern China. For future research, researchers should be more concentrated on data collecting. Researchers may distribute their online survey to participants all around China, including northern China, middle China, and western China.

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## APPENDIX

### **An Investigation of Factors Affecting Chinese College Student Selection of English Tutoring Institutions**

*In this section, I will ask you some questions about your personal information. Your response will help me figure out your gender, age and some other personal information. **Again, I ensure you of the complete anonymity of your response.***

Direction:

Please indicate your personal information by placing a tick in the appropriate category.

1. What is your gender?
  - Male
  - Female
2. What is your age group?
  - younger than 21
  - 21-25 years old
  - 26-30 years old
  - older than 30
3. What is your year level in college year?
  - Freshman
  - Sophomore
  - Junior
  - Senior
4. What is your/your family monthly income? (RMB)
  - <¥10000
  - ¥10001-15000
  - ¥15001-20000
  - >¥20001

Now, I want to investigate what is your attitude to choose different English tutoring Companies considering price, company brand, service variety, website quality, and customer relationship. ***I can ensure that your responses will be completely anonymous.***

Take XDF English tutoring institution as an example, please answer the following questions based on given 1 to 7 score to each item.

**Perceived Price:**

	strongly disagree 1	2	3	Neutral 4	5	6	strongly agree 7
I think that for buying the same course, price in XDF is relatively reasonable.							
I think that the price of XDF is stable and not fluctuate significantly.							
I think that XDF has a large promotion.							
I am very satisfied with the payment of purchasing the course of XDF.							

**Brand Image:**

	strongly disagree 1	2	3	Neutral 4	5	6	strongly agree 7
XDF has a high reputation in the market.							
XDF has a long English tutoring history.							
XDF has a good reputation and no bad news reported.							
The tutoring institution is a leader in the English training industry.							

**Service Variety:**

	strongly disagree 1	2	3	Neutral 4	5	6	strongly agree 7
This institution can meet the reasonable service needs of the students in a timely manner.							
I am satisfied with the service provided by XDF.							
The service provided by XDF is well regulated.							
The institution provides students with a personalized tutoring program.							

**Customer Relationship:**

	strongly disagree 1	2	3	Neutral 4	5	6	strongly agree 7
XDF provides special treatment for students who regularly purchase their courses, making me feel that I am important and valuable to them.							
XDF will take the initiative to communicate with me and inform me of the latest course information.							
The way XDF communicates with me is very close and personal.							
When the representative of XDF communicated with me, he showed great respect for me.							

**Purchase Intention:**

	strongly disagree 1	2	3	Neutral 4	5	6	strongly agree 7
I am willing to buy the latest course that XDF promoted.							
I will insist to buy XDF's English tutoring course.							
If there are relatives and friends who want to choose an English tutoring institution, I will recommend XDF.							
If I re-select the English tutoring institution, I will choose it again.							