

Accurate Measurement of Demand Characteristics of Nursery Service in China's Megacities -- A Case Study of Chengdu

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Abstract. Up against the 19th National Congress of the Communist Party of China, the 14th Five-Year Plan, and the Three-Child Policy, nursing and education of children has been put on the agenda. However, it is difficult to identify the demand for family childcare in its high-quality development in China. According to the multi-group structural equation model and KANO model, this study focused on identifying the characteristics of childcare demand of different populations of Chengdu, a megacity. It is found that obvious differences exist in the characteristics of childcare demand among various groups, based on which this paper puts forward corresponding suggestions to balance the supply and demand of childcare services and promote its high-quality development.

Keywords: Childcare Service, Demand Characteristic Measurement, Kano Model, Multi-group Structural Equation Model.

1. Introduction

The introduction of the Three-Child Policy is crucial to optimize the population structure faced with the severe aging in China, with the development of childcare services as an important part. The report of the 19th National Congress of the Communist Party of China and the *Implementation Plan of Actively Responding to Population Aging Project and Nursery Policy Construction in the 14th Five-Year Plan* have been issued, indicating that the development of nursery service has been put on the policy agenda.

With the miniaturization of family structure, women's access to the labor market, and the reducing support for fertility and family care after the disintegration of the unit system in China, the original welfare care system has been disintegrated and infant care has become a common realistic problem. According to the 7th census, 1/3 of infants aged 0-3 in China are in demand of nursery with the actual nursery rate as about 5.5%. Therefore, the supply-demand gap in nursery services is huge.

Due to the large population and rapid economic development, the corresponding absence of childcare services and other urban problems are more obvious. A large number of young families drain the original childcare resources, the demand for personalized childcare is difficult to meet, the floating population is hard to integrate, and the pressure of family childcare is great, seriously affecting the healthy development of the population and the sustainable economy in China.

In this context, it's meaningful and necessary to identify the heterogeneous demand for childcare services, so as to optimize its supply system and improve its quality and efficiency of development. Thus, this study aims to specify various family needs and propose the development of an accurate supply system.

2. Concept Definition and Theoretical Basis

2.1 Definition of Core Concepts

2.1.1 Infants aged 0-3 Years

Infants aged 0-3 specifically refer to babies aged 0-12 months and infants aged 13-36 months. Relevant research shows that the first three years are critical to building a child's behavior habits, language system, rule awareness, and thinking mode.

2.1.2 Nursery Demands

Currently, the demand for childcare services influenced by family willingness, economic conditions, government policies, market environment, etc., shows a diversified development trend. This paper agrees with Peng Zhenfei’s definition that the demand for childcare is a comprehensive one stimulated by parents' desire for good care and development of their infants, which is restricted by the development of entrusted education, self-background, and characteristics of infants.[1]

2.2 Theoretical Basis

2.2.1 Individual Difference Theory

Based on this theory, this study compares the group differences in economic and social status, education, family structure, etc., and deeply analyzes the demands of various childcare service types, providing a theoretical basis for building a personalized and diversified childcare service supply model.

2.2.2 Public Goods Theory

From the perspective of this theory combined with the characteristics of the nursery industry, nursery service can be regarded as special public goods. Because of its social responsibility and public welfare value, it’s different from private products and pure public products, but quasi-public products or mixed products.

3. Research Design and Research Method

3.1 Research Design

3.1.1 Identification of Demographic Characteristics Affecting Nursery Demands

1). Research Model: Multi-group Structural Equation Model

Through literature review, theoretical discussion, and model research, combined with the results of investigation and interview, the structural equation model is constructed as shown in the figure from the integration principle.

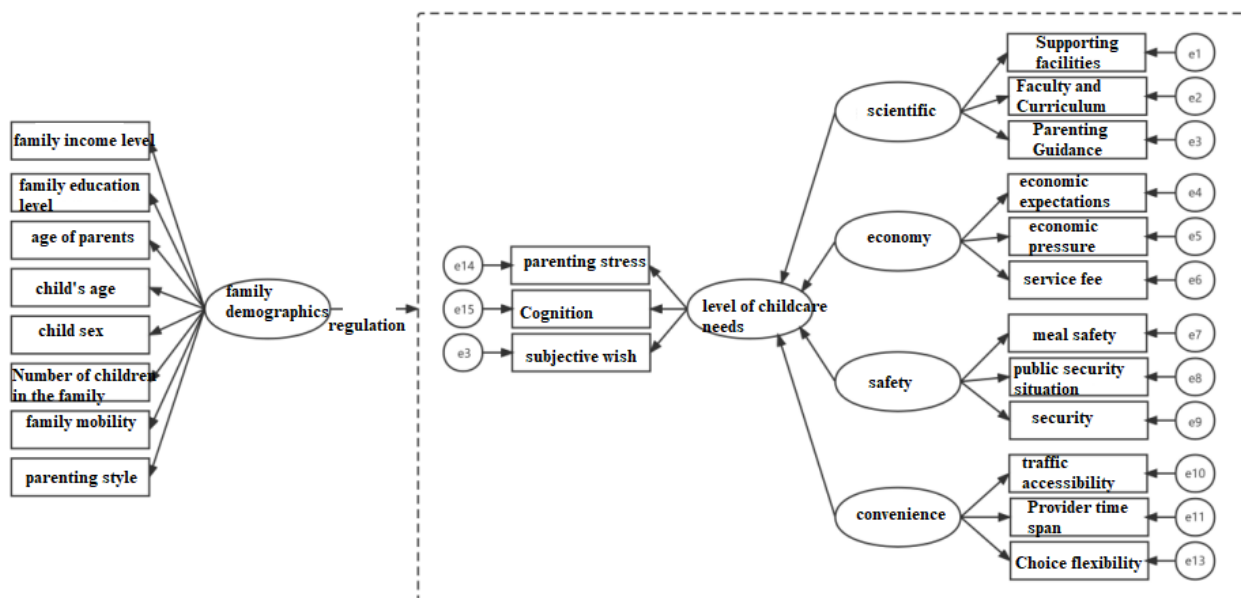


Figure. 1 Schematic Diagram of Structural Equation Model of This Study

The model consists of five potential variables, with science, economy, safety, and convenience as exogenous potential variables and nursery demand as the result variable. Besides, the family demographic characteristics are regulatory variables to screen the population characteristics which affect the demand characteristics.

2). Selection of Research Variables and Research Hypothesis

If exogenous potential variables directly act on the result variables, all variables are potential. According to the setting of variable relationship in the model and the relationship of causal variables, this project puts forward the following hypothesis.

(1) Science, Economy, Safety, and Convenience & Childcare Service Demand

Referring to the division in the development report of the iiMedia consulting industry, this project summarizes its evaluation index in existing research and divides its demand characteristics into science, economy, safety, and convenience.

Generally, parents want to lay a cognitive and behavioral foundation for children through the scientific nursery. So this project puts forward hypothesis H1: the scientific nature positively affects the demand for family childcare services.

From the perspective of market theory, the decreasing price increases the demand. So this project puts forward hypothesis H2: the economy positively affects the demand for family childcare services.

Infants are at the most vulnerable stage, and parents value their safety. Hypothesis H3 is that safety positively affects the demand for family childcare services.

Parents prefer less time cost due to the rising life pressure. So hypothesis H4 is that convenience positively affects the demand for family childcare services (Table 1).

Table 1 Path Hypothesis and Expected Impacts

Path Hypothesis	Expected Impact Relationship
H1: Scientific Demand → Nursery Demand	+
H2: Economic Demand → Nursery Demand	+
H3: Safety Demand → Nursery Demand	+
H4: Convenience Demand → Nursery Demand	+

(2) Family Demographic Characteristics Impacts on Demand for Childcare Services

Family demographic characteristics are vital to family lifestyle and consumption, and population structure is crucial to specific behavior. This project raises the following hypothesis based on research results and social background:

The income level will affect consumption in economics, so this paper raises hypothesis H5: Family with different incomes have different path coefficients for scientific, economic, safe, and convenient childcare services' demands.

Families with higher education are more likely to accept childcare services. So hypothesis H6: Families with different education have different path coefficients for scientific, economic, safe, and convenient childcare services' demands.

People's cognition will change with age, so hypothesis H7: Family with different parents' ages have different path coefficients for scientific, economic, safe, and convenient childcare services' demands.

Infants of different ages and genders have different features in physiology and psychology, leading to various emphases on childcare services. Therefore, hypothesis H8: the path coefficients of families' demands for scientific, economic, safe, and convenient childcare service changes with different ages of children; hypothesis H9: Families with different children's genders have different path coefficients for scientific, economic, safe, and convenient childcare services' demands.

With the increasing number of children, the distraction of parents' attention, and more parenting experience, the demand for childcare services changes. Hypothesis H10: Families with the different

number of children have different path coefficients for the scientific, economic, safe, and convenient childcare services' demands.

Demonstration effects of urban parenting concept, consciousness, and consumption demand of floating population have become more prominent. Meanwhile, population mobility changes family parenting methods. So the hypothesis H11: the path coefficients of families' demand for scientific, economic, safe, and convenient childcare services are different due to different family mobility; And hypothesis H12: Path coefficients of families' demand for scientific, economic, safe, and convenient childcare services change due to different ways of raising.

3.1.2 Feature Identification of Childcare Demands of Different Populations

1). Research Model: Kano Model

Nursery service demand is a comprehensive one with different demand levels, dependence, expected performance, various demand characteristics, and demand drivers for various service categories. By accurately identifying and measuring the demand characteristics of childcare services via the Kano model, this paper analyzes different groups, tendencies, and factors that affect childcare service demands.

2). Selection of Research Variables

In the initial research stage, the original data were firstly obtained through literature, observation, and in-depth interviews combined with the results of model analysis, and the specific needs in the original data were set as keywords. Then, the customer satisfaction index (CSI) is introduced to assist in the classification of demand. After analyzing the Kano category of each demand item, the demand index is screened, and the initial demand item of the model questionnaire is to establish a specific initial demand expression table (including 14 variables such as scientific, economic, safe, and convenient nursery methods). Finally, their sensitivity is calculated through user satisfaction and dissatisfaction, and the importance ranking of each demand characteristic to the choice of childcare service is determined.

3.2 Respondents

In Chengdu, a mega city, families with potential childcare needs in Jinjiang District, Chenghua District, Jinniu District, Tianfu New District, Qingbaijiang District, and Shuangliu District are selected as the objects for the sampling survey based on the economic development. During the formal investigation, 350 questionnaires were distributed. After recovering input results, the invalid answers were screened out, and finally, 315 valid questionnaires were obtained.

4. Data Processing and Analysis

4.1 Identification of Demographic Characteristics Affecting Nursery Demands

4.1.1 Reliability and Validity of Measurement Model

SPSS 25.0 and AMOS 21.0 are used to test the model's reliability and validity.

Through internal consistency coefficient (Cronbach's alpha), average variance extracted (AVE), and combined reliability (CR) for measurement, their values are shown in Table 2 and all indicators are in the prescribed standard range ($\alpha \geq 0.55$, $AVE > 0.5$, $CR > 0.7$), indicating the better reliability of the measurement model.

Table 2 Model Reliability Analysis

Latent Variable	Standard Factor Load of Observation Variable	Cranbach's α	AVE	CR
Scientific Nature of Childcare Service	A1 0.677 A2 0.819 A3 0.630	0.866	0.509	0.754
Economy of Childcare Service	B1 0.747 B2 0.708 B3 0.691	0.589	0.512	0.759
Safety of Childcare Service	C1 0.838 C2 0.796 C3 0.516	0.802	0.534	0.768
Convenience of Childcare Services	D1 0.690 D2 0.682 D3 0.749	0.801	0.501	0.750
Demand of Childcare Services	E1 0.569 E2 0.822 E3 0.784	0.609	0.538	0.773

The KMO value of this survey data is 0.834, which is greater than 0.7. While the significance value of its Bartlett sphericity test is 0, which is obviously less than 0.05, meeting the conditions of factor analysis (as shown in Table 3). The corresponding probability Sig is 0.000 with high coefficient and significant difference, indicating the good validity of measurement indexes in each dimension.

Table 3 Validity Analysis of Model

KMO and Bartlett Test		
Quantity of KMO Sampling Suitability		.834
Approximate chi-square		1013.230
Bartlett Sphericity Test	Degree of Freedom	105
	Significance	.000

4.1.2 Fitting Degree Analysis of Structural Model

1. Overall Adaptability Test of the Model

Confirmatory factor analysis (CFA) of the maximum likelihood method is carried out by AMOS22.0 and the model is revised based on the MI index (modification index). Finally, statistical values of the overall model fitness test are shown in the Table 4. It can be seen that the RMSEA, GFI, and CFI of this model are all within the range of adaptation values, indicating the good adaptation of the overall model.

Table 4 Criteria and Test Results of Overall Adaptation Degree of the Model

Statistical Test Index	Test Result Data	Adaptation Standard	Model Adaptation Judgment
CMIN/DF (Chi-square Degree of Freedom Ratio)	9.650	< 3.00	Not up to
RMSEA (Asymptotic Residual Mean Square and Square Root)	0.055	< 0.08	Ideal
GFI (Fitness Index)	0.910	> 0.9	Ideal
AGFI (Adjusted Fitness Index)	0.921	> 0.9	Ideal
CFI (Comparative Adaptation Index)	0.948	> 0.9	Ideal
NFI (Criterion Adaptation Index)	0.908	> 0.9	Ideal
IFI (Value Added Adaptation Index)	0.939	> 0.9	Ideal
TLI (Non-standard Adaptation Index)	0.911	> 0.9	Ideal

2. Model Hypothesis Testing

The path coefficient of the structural equation reflects the causal relationship among variables. The larger the coefficient, the more significant the influence. It can be seen from Table 5 that the hypothetical standard regression coefficients are statistically significant and positive, and the P values are all within the acceptable range, that is, the model structure verifies the research hypotheses H1, H2, H3 and H4.

Table 5 Summary of Model Hypothesis Testing

Hypothetical Path	Estimate	C.R.	P	Result
H1: Scientific Nature of Childcare Service → Demand of Childcare Service	0.253	1.324	***	Accept
H2: Economy of Childcare Service → Demand of Childcare Service	0.182	0.702	0.033	Accept
H3: Safety of Childcare Services → Demand of Childcare Services	0.327	1.249	0.001	Accept
H4: Convenience of Childcare Services → Demand of Childcare Services	0.198	0.504	0.084	Accept

4.1.3 Multi-group Analysis

The population is divided based on the demographic characteristics of the samples. Different sample groups under the same classification standard are brought into AMOS software for the solution, so as to obtain the influence path and effect of different orientations on its demand level under different classification standards, as shown in Table 6. Parents' age and children's sex have no significant regulatory effect on the path, which is not shown in Table 6.

Table 6 Estimation Results of Multi-group Analysis

Path	Age of the child			Number of Children		Sex of Child	
	Under 2 Years Old	2-3 Years Old	Over 3 Years Old	Single Child	Non-single Child	Male	Female
H1	0.195**	0.464*	0.529**	0.342**	0.339**	0.320*	0.368*
H2	0.139*	0.207*	0.208*	-0.104	-0.127	0.112*	0.113*
H3	0.252*	0.302**	-0.174*	0.255*	0.194*	0.210**	0.212**
H4	0.404**	0.266**	0.104	0.197*	0.235**	0.187*	0.177*

Path	Family Education Level		Household Income Level		
	Lower	Higher	Lower	Medium	Higher
H1	0.667***	0.192*	0.228*	0.333**	0.294*
H2	0.222*	0.215	-0.245	0.344*	0.352*
H3	0.012**	-0.391	0.005*	0.195	0.259*
H4	0.402**	0.388**	0.061*	0.167*	0.069**

Path	Family Mobility		Children's Rearing Mode		Age of Parents		
	Weak	Strong	Parental Companionship	Ancestral Companionship	Younger	Medium	Older
H1	0.188*	0.091*	0.541**	0.343*	0.234*	0.242*	0.212*
H2	-0.258	0.047*	0.120*	-0.188*	0.183	0.178*	0.184*
H3	0.506*	0.259**	-0.211**	0.120	0.312**	0.320**	0.330**
H4	0.632**	-0.335	0.221**	0.249*	0.220*	0.208*	0.214*

Note: * means $P < 0.1$, ** means $P < 0.05$, *** means $P < 0.001$

When children's age, number of children, family education, income, mobility, and rearing methods are different, the influence path of family childcare service and its significance is different. So H5, H6, H8, H10, H11, and H12 are verified.

4.2 Research on Characteristic Recognition of Family Nursery Demands

4.2.1 Identification of Initial Household Demands

Firstly, through literature analysis, expert consultation, and in-depth interviews with the population in the study area, the original data were collected. Then, the obtained specific requirements description is keyword-based and a specific initial requirements description table is established.

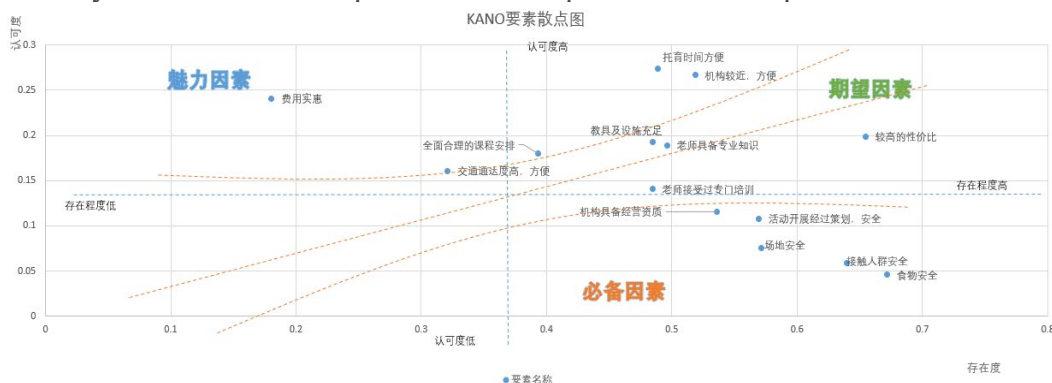


Figure. 2 Scatter Plot of KANO Elements Demand for Family Childcare Service

Table 7 Demand for Family Care Services

Primary Demand	Corresponding Secondary Demand to Relevant Elements	Code	Functional Description of Related Elements
Scientific Nature	scientific nursery mode	A1	nursery institutions use scientific nursery methods
	professional teacher team	A2	nursery institutions have professional teachers
	scientific parenting knowledge	A3	nursery institutions and their staff have scientific parenting knowledge
	professional material support	A4	professional materials are sufficient
Economy	prices	B1	price greatly affects the choice of childcare service
	cost performance	B2	cost performance of childcare services is crucial
Security	environmental safety	C1	environmental safety is ensured
	food safety	C2	food safety is ensured
	interpersonal security	C3	interpersonal safety is ensured
	safety of activities	C4	safety of activities are ensured
	safety of institutions	C5	nursery institutions have relevant safety qualifications
Convenience	time cost	D1	less time cost to pick up and drop off children
	convenience	D2	convenient to pick up and drop off children
	service scope of nursery institutions	D3	pick-up and drop-off services are provided

4.2.3 Determine KANO Demand Category of Family Childcare Service

1). Questionnaire Data Results Analysis & KANO Demand Categories Determination

The questionnaire data for KANO model data is analyzed in comparison with the KANO model evaluation table to count the demands of each survey item belonging to the KANO category and its number. To achieve accurate data, this study introduces the customer satisfaction index (CSI) to assist in dividing demand types, divides the Kano model demand quadrant with the mean value of SII and (DDI) as critical lines, and brings in the left coordinate of satisfaction to form scatter diagram, to visually present the demand levels of various elements of family care.

4.2.4 Order of Sensitivity and Importance of Family Childcare Service Demand

Orders of importance among Kano requirement categories are a basic requirement, expectation requirement, charm requirement, and irrelevant requirement. Thus, the importance order of four gradients is divided first. According to the characteristics of SII and DDI, the greater the S value, the higher the sensitivity, which means that a satisfied facility has a greater impact on family satisfaction. So the importance of the same demand categories is ranked by the sensitivity S.

4.2.5 Research Results

1). Subdivision Research Based on Family Mobility

Based on the analysis results of the SEM model, this study is divided into weak liquidity and strong liquidity from the perspective of household liquidity. KANO model with CSI coefficient and scatter plot is used to analyze factor demand types.

Table 8 Comparison of Analysis Results of KANO Factor Demand Types of Two Households According to the Liquidity

Families With Weak Mobility		Families With Strong Mobility	
Element Name	Requirement Type	Element Name	Requirement Type
comprehensive and reasonable course	I	comprehensive and reasonable course	I
teachers with special training	O	teachers with received special training	I
teachers with professional knowledge	O	teachers with professional knowledge	I
adequate teaching aids and facilities	I	adequate teaching aids and facilities	I
affordable cost	I	affordable cost	I
higher cost performance	O	higher cost performance	I
site safety	O	site safety	O
food safety	O	food safety	O
safety of people around	O	safety of people around	O\I
planned and safe activity	O	planned and safe activity	I
institution with business qualification	O	institution with business qualification	I
close and convenient mechanism	O	close and convenient mechanism	I
high traffic accessibility and convenience	I	high traffic accessibility and convenience	I
convenient childcare time	I	convenient childcare time	I

For families with different mobility, site safety, food safety, and contact safety are all expected demands of childcare services. Families with high mobility may have low psychological expectations for scientificity, economy, and convenience due to little understanding of local childcare services and unstable residence. So most of them are irrelevant needs. Some expected demand items of scientific, economic, safe, and convenient childcare services decrease with the increasing mobility and begin to change to irrelevant demand items, which will not affect family satisfaction.

2). Subdivision Research Based on the Attribute of the Single Child in the Family

Similarly, the Kano study on the subdivision of the single child category shows that the families have unified childcare service elements and there is not much difference in demand. Teachers' scientific parenting knowledge and venue safety are the necessarily expected demands of childcare services. Differences only exist in the time cost in these two family types, and the only-child families pay more attention to the lower time cost and regard it as an expected demand.

3). Subdivision Research Based on Family Education Level

The results show that the irrelevant demand of families with lower education is less, which increases with the education improvement. Expected demand factors like teachers with special training and institutions with business qualifications gradually decrease, which changes to irrelevant demand factors.

4). Subdivision Research Based on Family Income Level

The results showed that food safety is the expected demand for childcare services. In contrast, families with lower incomes need less expected demand, which increases with the higher income level. Unrelated demand factors including the business qualification of institutions and the safety of the venues are gradually decreasing, which constantly changes to the expected demand factors.

5). Subdivision Research Based on Family Companionship

The results show that site safety and food safety are all expected demands of childcare services, while other expected demand factors, such as specially trained teachers and convenient institutions,

are more and more important for families with parents' companionship. Combined with the actual analysis, the family ideology of grandparents' companionship is more traditional with less willingness to care for children, so there are more irrelevant needs. However, families with parents' companionship tend to get parenting support through childcare institutions because of busy work and other reasons, so the overall childcare demand is higher. Moreover, there are more expected demands for childcare services.

6). Subdivision Research Based on Children's Age

The results show that venue safety and food safety belong to the expected demand, while other expected demand factors like teachers with special training are increasingly important for families with children under 1-year-old and over 3 years old. As for families with children aged 1-3, they have fewer expected needs.

4.3 Analysis and Discussion

To sum up, due to the differences in psychological expectations and parenting concepts of childcare services among families with different demographic characteristics, certain rules exist in the changes in childcare service demand types. Children's age, family income level, and children's rearing mode have the greatest influence on family care service demand types. Family mobility and family education level have a moderate influence on demand types. Family with an only child or not has the least influence. In the supply of childcare services, expected demand is more inclined to the cost performance, safety (including environment safety, diet safety, interpersonal safety, activity safety, and qualification safety), and time cost, that is, families generally show a higher degree of care in these aspects.

5. Countermeasures and Suggestions

5.1 Strengthen the Policy Design & Improve the Childcare Service Management System and Related Laws and Regulations

We should firstly set the leading position of the government, emphasize the nursery work premised on a specific strategic height, and further strengthen the capital investment in nursery education. Secondly, we should improve standards and norms of childcare services, and formulate relevant standards in line with their actual conditions according to their objects, contents, environment, personnel, and facilities, including access and exit, so as to ensure its long-term sustainable development.[2] Finally, we should draw on the experience at home and abroad, aim at the actual situation of nursery work in China, formulate relevant laws and regulations according to local conditions, and promote the system construction.

5.2 Promote the Play of Multi-agent Roles & Increase the Supply of Childcare Service Resources through Multiple Channels

Firstly, the way and quantity of childcare services should be increased. In particular, enterprises and institutions, large parks, non-profit organizations, etc. can set up nursery institutions according to local conditions. We should promote the roles of large industrial parks, economic development zones, large commercial centers, etc. in nursery services. The establishment of private nursery institutions should be encouraged. We need to advocate the transformation of private kindergartens meeting the requirements into nursery institutions. Secondly, we should advocate the participation of community care and make good use of the favorable conditions from all aspects of the community, such as kindergartens and early education centers. We also need to actively explore the community nursery station establishment, give full play to the role of the community in the construction of the nursery service system, and help only-child families enjoy the service at home.

5.3 Improve the Threshold of Employees in Nursery Institutions & Promote the Integration of License and Practice Ability

Employees of infant care services should hold certificates. We should strengthen management, and implement a strict assessment system and evaluation incentive mechanism, so as to enhance teachers' professional ability. At the same time, childcare institutions should ensure the capability of teachers in childcare institutions, improve the employment threshold of teachers in childcare institutions for infants aged 0-3, and boost the quality of childcare services for infants.[3] On the other hand, employees themselves in nursery institutions need to polish their abilities. Due to infants aged 0-3 without normal communication skills, the observation ability of nursery teachers is very important. They must provide more diversified and suitable services for infants of different ages and situations.

5.4 Pay Attention to Demands of Special People & Develop Childcare Services in a Targeted Manner

5.5.1 Promote the Satisfaction of Childcare Demands of the Floating Population

In addition to actively building inclusive childcare services, we should also encourage communities, large enterprises and institutions, non-profit organizations, etc. to play a role. The construction of community childcare sites can benefit the floating population in the demand tendency of childcare institutions. We should also promote the wisdom model so that parents can learn relevant information from formal channels when making choices; Necessary economic subsidies for infants and young children from floating population families should be provided. Floating families should get more scientific care services in qualified institutions. On the one hand, we can change the choice disadvantages of the floating population. On the other hand, we can reduce their economic burden through policy encouragement and release the care demands of this group while solving problems.

5.5.2 Save the Time Cost of One-Child Families & Resolve the Childcare Embarrassment of Non-Single Families

There are differences in the time cost of childcare services between single-child and non-single-child families. With more attention to the lower time cost, one-child families should encourage communities and units to use existing site resources to carry out childcare services. We should actively explore the establishment of community nursery stations and give full play to the important role of the community in their constructions so that families with one child can enjoy the service at home to save time. When it comes to resolving the childcare embarrassment of non-single-child families, it is necessary to improve inclusive childcare services and substantially alleviate the economic pressure on non-independent families. On the one hand, we should carry out supply-side reform for childcare projects, explore more integration of children's early education, parent-child activities, family parenting guidance, etc., and propose diversified childcare projects for non-single-child families; On the other hand, preferential policies related to childcare services for non-single-child families were introduced to offer financial subsidies, expenditure reduction, and exemption and stimulate the vitality of the comprehensive three-child policy.

5.5.3 Narrow the Consumption Gap Caused by Cultural Differences

Different educations bring differences in thinking and vision, which affects parents' judgment when choosing institutions. As for nursery institutions, it's necessary to ensure teachers' capability and avoid consumers' dilemmas caused by information asymmetry. From the perspective of society, we should strengthen the advertisement of nursery knowledge and the popularization of policies. Meanwhile, we need to change the prejudice against the nursery of families with less education. Finally, a nursery information management platform should be established to provide a more comprehensive reference for different families to choose institutions and narrow the nursery consumption gap caused by cultural differences.

5.5.4 Change the Forced Choice Brought by the Income Gap

Low-income groups prefer to obtain higher-quality childcare services at a relatively low cost, but they are subject to the current situation of public childcare services in short supply. Given the economic difficulties faced by low-income groups, it's necessary to focus on the development of inclusive care services and try to develop qualified community and enterprise care sites with the help of communities. Enterprises and institutions should create more high-quality care services with a low burden.[4] On the one hand, we need to increase financial input. On the other hand, we should introduce social capital combined with national financial input to establish a cost-sharing mechanism and provide more support for low-income groups to raise children. The construction of the nursery curriculum should be guided by relevant guiding documents. We should expand nursery programs such as early childhood education, parent-child activities, and family parenting guidance to generally improve the scientific nature of nursery and realize the genuine education and nursery[5], which will change the forced choice made by low-income groups.

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