

# **An Analysis Of The Perceived Value Of The Course Of Agricultural Mechanization And Automation**

Wenzhu Zhang, Xin Han\*

School Of Agricultural Engineering And Food Science, Shandong University Of Technology, No.266xincun Road, Zhangdian District, Zibo, Shandong Province, China

Affiliation: School Of Agricultural Engineering And Food Science, Shandong University Of Technology

Contact Details: Address: School Of Agricultural Engineering And Food Science, Shandong University Of Technology, No. 266 Xincun Road, Zhangdian District, Zibo, Shandong Province, China

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## **Abstract :**

*Customer perceived value is a comprehensive evaluation of products or services obtained by customers after weighing perceived gain and perceived gain and loss. A number of studies have confirmed that high customer perceived value can positively affect customer behavior intention. Hence, this article will be from the perspective of student consumers, This paper analyzes the perceived value of agricultural machinery major classroom from the dimension of customer perceived value in order to find out the countermeasures to improve the quality of agricultural machinery major classroom teaching.*

**Keywords:** *Customer value; Higher education; classroom instruction quality*

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## **I. Introduction**

Talent is the key to rural revitalization, and talent is fundamental to strengthen agriculture and rejuvenate agriculture. The development of agricultural machinery is an important link in the construction of agricultural modernization. In the context of comprehensively promoting rural revitalization, colleges and universities involved in agriculture should take strengthening agriculture and developing agriculture as their own responsibility, our mission is to cultivate new talents who know and love agriculture. As an important position for personnel training, the quality of undergraduate classroom teaching is the key link of talent training.

Agricultural mechanization and automation is an interdisciplinary subject, the main courses are agricultural engineering and mechanical engineering, have some difficulty. In the classroom teaching, students differ in knowledge reserve, learning ability and recognition of their major, the classroom teaching quality of agricultural machinery major needs to be improved. Scholar Zhao Zuobin put forward that the essence of classroom teaching is learning rather than teaching, the most important subject of classroom teaching quality is students, students' acquisition of knowledge is the most important and critical index of classroom teaching. Teachers are only the service providers of knowledge transfer and the important influencing factors of classroom teaching <sup>[1]</sup>. But the long-term focus of teaching reform is mostly classroom form, less attention is paid to the needs of students, lack of attention to student values. Scholar Wang Jianfang believes that effective teaching should be centered on the expected value of students, take student perception as the core, The teaching model attaches importance to students' feelings and combines the characteristics of disciplines <sup>[2]</sup>.

## **II. Customer value**

Customer value is the subjective judgment generated by customers closely related to the use of products or services, it is the result of a trade-off between profit and loss for the customer. Although the customer value is provided by the enterprise, the customer value is determined by the customer. Although the customer value is provided by the

enterprise, the customer value is determined by the customer. The behavior of students paying to go to school activates the consumer identity of students, teachers become the service providers of classroom teaching, and curriculum knowledge and education diplomas evolve into mobile commodities <sup>[3]</sup>. Therefore, this paper attempts to analyze the perceived value of students majoring in agricultural mechanization and automation to professional classes from the perspective of student consumers based on Kotler's customer transfer value theory. In the transferable value theory model, customer value is divided into four parts: product value, service value, personnel value and image value.

### **III. The perceived value analysis of agricultural machinery major classroom combined with customer value theory**

#### **Product value of agricultural machinery specialized courses based on the perspective of student consumers**

The definition of product value is the value generated by the function, characteristics and quality of the product, which is the main demand of customers. Students are collaborators in the output of educational service value, and the production of value depends on students' expectations and perceptions of themselves <sup>[4]</sup>. In our school of agricultural mechanization and automation major 20 students learning survey, more than 50% of the students need to study professional courses only to obtain the required credits to graduate. Among them, 21.57% of the students strongly agree with this view. However, nearly 80% of the students hope that the professional courses of agricultural machinery can adapt to the future career development of students, including the direction of postgraduate entrance examination. Therefore, the perceived value of students' specialized courses can be improved through the following three aspects: (1) Try to carry out the teaching stratification system. According to the different needs and goals of students, the teaching goals are divided into basic goals and advanced goals, so that students with different needs can find goals that meet their own needs in learning professional hours, and guide students to in-depth learning in the way of multi-level goals. (2) Establish multiple assessment modes. On the one hand, we should enrich the way of process assessment, break the single form such as class attendance rate and class discussion, and try to organize agricultural machinery classroom competition and practical competition to increase interactive competitive methods; On the other hand, the final assessment sets optional test questions according to the basic goals and improvement goals. On the basis of ensuring the basic teaching goals, it provides flexible space for students to further study and satisfies the depth of students' learning of agricultural machinery major at all levels. (3) Combine the undergraduate tutor system. Increase guidance for students, academic and career planning, let students have more contact and participate in scientific research activities to increase their cognition and interest in agricultural machinery.

#### **Value of teachers of agricultural machinery specialized courses**

Personnel value refers to the value generated by the ideological level, knowledge level, business ability and work efficiency of employees. It determines the quality of products and services provided by enterprises to customers, and determines the total value of customers' purchases. As the direct service provider of classroom teaching, teachers play a vital role. More than 90% of the full-time teachers of agricultural machinery in our school have a doctor's degree, and 50% of them have senior titles. High education brings unique classroom insights and diversified ways of thinking, but the phenomenon of silence and bowing in class is not uncommon. The reason is that professional teachers lack systematic education, teaching skills, teaching methods and teaching methods are simple. It is difficult to arouse students' interest in learning and the class logic is not clear, which cannot accurately convey the course objectives and themes of each class. Based on this, full-time teachers can use mind mapping to sort out the curriculum and clarify the learning focus, learning objectives and cross-relations between various knowledge points. Put an end to the doctrine of taking, do not copy the order of the books, according to their own understanding of the course, straighten out the logical relationship

between the various parts, appropriate addition and deletion, so as to make the course content more perfect, more in line with the current development trend of agricultural machinery major.

### **Service value of classroom teaching**

Service value is the value generated by various services provided by enterprises to customers, including after-sales service, product introduction, etc., and is one of the important factors constituting the total value of customers. Learning is a two-way interaction between teaching and learning, and the service consciousness of teachers in the course of teaching will determine the value of students' classroom experience. The external performance is the teacher's teaching state, teaching voice, emotions, etc., and the internal performance is the teacher's familiarity with the teaching content, logical relations, and professional depth. Only when teaching services are perceived, recognized and received by students can they be transformed into the motivation of students' behavior <sup>[5]</sup>. In order to enhance students' perceived value to the classroom, students' classroom evaluation and suggestions on classroom teaching at any time by using questionnaires, encourage or reward students' teaching behaviors with better feedback, and suspend teachers with more complaints according to the supervision. At the same time, the course information database should be established by means of network, summarize and sort out the knowledge points and basic theories related to this course in the pre-course courses for professional courses. Make it easier for students to find learning to reduce the cost of student learning time and improve the perceived value of the classroom. Make it easier for students to find learning to reduce the cost of student learning time and improve the perceived value of the classroom.

### **Internal and external school image value**

Image value generally refers to the value generated by the overall image formed by enterprises and products in the public. The quality of classroom teaching in colleges and universities is also affected by the internal and external image value of the school <sup>[6]</sup>. Internally, the school acts as the rule-maker and supervisor, Serious style of study and examination and reasonable management system will affect students' perceived value of class. For example, when the school does not impose severe penalties for cheating in exams, the perceived cost of making a mistake was lower than the value of the gain, this part of the behavior will cause other students with similar needs to follow suit, in order to reduce the energy cost and time cost of learning, which leads to the decline of the quality of classroom teaching. External, the school's popularity, ranking, and external recognition of the major will also have an impact on the quality of classroom teaching, especially professional recognition. Social recognition of the profession is mainly based on employment, employment and diplomas are the apparent output of the value of students' four years of study, When there is a clear value outcome or a clear outcome orientation, it can stimulate students' demand for knowledge and drive students' independent learning

## **IV. Conclusion**

From the perspective of students and consumers, this paper analyzes the perceived value of professional courses of agricultural mechanization and automation majors based on customer perceived value. In the follow-up research, customer value can also be introduced into the planning theory model to conduct empirical research on the influencing factors of classroom teaching of agricultural mechanization and automation majors, so as to ensure the quality of classroom teaching.