

**THE EFFECT OF THE FUNCTIONAL AND EMOTIONAL MOTIVATORS ON THE
LUXURY EDUCATIONAL SERVICE IN MOROCCO
(CASE STUDY: PARENTS INTENTION TO ENROLL THEIR KIDS IN AN
AMERICAN SCHOOL IN FES)**

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ABSTRACT

The aim of this research is to find the main motivators that drive parents with high incomes in Fes, Morocco, to enroll their kids in an American School. These motivators can be used in a marketing campaign in order to attract more students and increase the demand of American Schools in Morocco. Since the average wage in Morocco is about \$370 a month and the average tuition of an American school in Morocco is about \$1000 a month, an American School in Morocco is considered as a luxury service. This research, we will be investigating the main factors that motivate people to enroll their children in such service. The theoretical framework of this research suggests that there are two main motivators that influence luxury consumption in Morocco: the emotional and the functional motivators (Kun Yan, 2004). The research questions tries to explain the effect of parents' income, staff qualifications, tuition, location of the school, quality of education, relationships between teachers and students, the importance of feeling respected, self-fulfillment, sense of belonging, security, and excitement's effect on parents' wiliness to enroll their children in an American School in Fes, Morocco. Samples of 73 participants with high incomes, who live in the city of Fes in Morocco, were surveyed, and a multiple regression model was used to analyze the primary data. The overall model was found significant according to the F test and the coefficient of determination. We conclude that parents' income, the sense of belonging, children's security, quality of education, and sense of respect, are the most important variables that contributes to a success of an American School in the city of Fes, Morocco.