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Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical reference at the end of each chapters and index.
Nota di contenuto	Cover; Half-Title; Title; Copyright; Contents; List of Illustrations; Introduction to Higher Education Consumer Behaviour; 1 Context and Concepts of Higher Education Consumer Choice; 2 Personal Influences on Consumer Behaviour; 3 Group Aspects of Consumer Behaviour; 4 Organisational Factors Influencing Higher Education Consumer Choice; Conclusion: Modelling Higher Education Consumer Choice; Index
Sommario/riassunto	Higher Education Consumer Choice provides a comprehensive and highly focused critical analysis of research on HE consumer choice behaviour in the UK and around the world. Ideal for students, scholars and marketing practitioners interested in consumer choice and behaviour in higher education markets, the book explores the

background and context to research on HE choice including globalization, changing supply and demand, fees and costs, and concerns about social disadvantage. Focusing on personal factors that influence consumer choice, group aspects of consumer behaviour such as cultural and ethnic differences, as well as theoretical and research models, this book is designed to stimulate new debate and criticism of HE consumer choice.

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