

Title	STRUCTURE OF SCHOOL CHOICE BEHAVIOR
Sub Title	
Author	岡野珠実(Okano, Tamami) 和田, 充夫
Publisher	慶應義塾大学大学院経営管理研究科
Publication year	2000
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2000年度経営学 第1582号 不可
Genre	Thesis or Dissertation
URL	<a href="https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40003001-00002000-1582">https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40003001-00002000-1582</a>

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the KeiO Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

# 論文要旨

所属ゼミ	和田充夫研究会	学籍番号	89928231	氏名	岡野 珠実
(論文題名)					
STRUCTURE OF SCHOOL CHOICE BEHAVIOR					
(内容の要旨)					
<p>As Japan enters the new millennium in 2001, the reduction in youth population lays a dark shadow on the future of Japanese private and public schools. The Ministry of Education estimates that the 15-year-old population will decrease approximately by 25 percent from 1,600,000 in 1994 to 1,170,000 in 2006 and there will be intense competition among schools to fill their quotas. Simultaneously, the number of secondary high schools has already started declining in the past ten years. According to the estimate, the proper number of schools to serve the total number of students in 2006 should decrease by 25 percent from 5,500 to 4,100 or even less for the best enrollment fit, meaning at least 1,400 secondary high schools will be forced to go “bankrupt.</p> <p>In order to survive this ice age, schools should implement marketing techniques to maintain or increase a number of applicants. This thesis utilizes multivariate analyses to determine how current and prospective customers make their decisions; including what factors they consider, how they weigh the relative importance of these factors, the process by which they arrive at a decision, and the influences that operate on that process. Fishbein model’s approach is revised and performed to diagnose which factors are most significant. Cluster analysis is also performed to categorize the students into segments, and helps to propose recommendations to the high schools randomly selected for the research.</p> <p>By understanding these dimensions of decision-making and choice, the institution can be more effective in attracting and satisfying its constituents.</p>					