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論文要旨

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(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>					