Information Sources and Choice Factors Influencing Enrolment in STEM and ICT University Study Programmes

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Abstract

In a demanding and increasingly competitive higher education marketplace, the awareness of the reasons why prospective students choose a certain study programme and higher education institution (HEI) including the information sources they use during their decision-making process is essential to develop institutional positioning, thus requiring deeper understanding. This paper aims to explore ICT and STEM students’ decision-making process, focusing on the information sources and choice factors influencing their decisions. The results contribute to the understanding and provide the evidence about the choice factors and information sources influencing ICT and STEM students’ choice, which can serve as implications for higher education policy makers.

Keywords: choice factors, consumer behaviour, higher education, information sources, services marketing