ON THE MARKETING INVESTIGATION OF THE BEHAVIOR OF HIGHER EDUCATION CONSUMERS IN GEORGIA

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ABSTRACT: *Marketing investigation of the behavior of consumers of higher education relative to prices of the study has been carried out in Georgia. Linear, exponential and auto-regression models of the behavior of tuition fees in four universities of Georgia are constructed using the marketing information on tuition fees received from respondent students. Interval estimates of tuition fees are also constructed.*

KEYWORDS: marketing, price, regression model.

INTRODUCTION

Higher education is an important sphere of activities for the social, political and economic development of the country. One of the main issues in the sphere of higher education is the tuition fee. This issue belongs to the range of marketing research problems [1-4].

In this paper, marketing investigation of the behavior of consumers of higher education relative to tuition fees has been carried out in four universities of Georgia: 1) Ivane Javakhishvili Tbilisi State University; 2) Technical University of Georgia; 3) Agrarian University of Georgia; 4) Free University. Linear, exponential and auto-regression models of variation of tuition fees in time are constructed taking into account the tuition fees which are affordable for students.

Tbilisi State University

Table 1. The affordable average tuition fee for students

t	1	2	3	4	5	6	7	8	9	10	11	12
$x(t)$	1000	900	1100	1200	1000	1000	1500	1000	1200	1000	1100	1000

1. Three sigma interval $[750;1650]$;

2. 95% confidence interval $(1210;1390)$,

3. Linear equation $x(t) = 5.59t + 1047$;

4. Exponential equation $x(t) = 1036\exp(0.0054t)$

5. Auto-regression equation $x(t) = 0.38x(t-1) + 1533$.

Technical University of Georgia

Table 2. The affordable average tuition fee for students

t	1	2	3	4	5	6	7	8	9	10	11	12
$x(t)$	1500	1200	1400	1000	1000	1200	1600	1500	1200	1100	1000	1200

1. Three sigma interval $[850;1750]$;

2. 95% confidence interval $(1210;1390)$,

3. Linear equation $x(t) = -15.035t + 1339$;

4. Exponential equation $x(t) = 1323\exp(-0.01t)$

5. Auto-regression equation $x(t) = 0.33x(t-1) + 821$.

IAgrarian University of Georgia
Table 3. The affordable average tuition fee for students

t	1	2	3	4	5	6	7	8	9	10	11	12
$x(t)$	1600	1500	1600	1700	1800	1700	1800	1800	1600	1500	1400	1400

1. Three sigma interval $[1500;1700]$;

2. 95% confidence interval $(1540;1660)$,

3. Linear equation $x(t) = -14.68t + 1712$;

4. Exponential equation $x(t) = 1715\exp(-0.01t)$

5. Auto-regression equation $x(t) = 0.8x(t-1) + 310$.

IV. Free University
Table 4. The affordable average tuition fee for students

t	1	2	3	4	5	6	7	8	9	10	11	12
$x(t)$	3000	3200	4000	3500	3000	2900	3500	3300	3400	3000	3100	3000

1. Three sigma interval $[3175;3715]$;

2. 95% confidence interval $(3285;3615)$,

3. Linear equation $x(t) = -24.13t + 3398$;

4. Exponential equation $x(t) = 3376\exp(-0.07t)$

5. Auto-regression equation $x(t) = 0.14x(t-1) + 2804$.

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