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Abstract

The paper presents the findings of a study of the decision-making process which precedes the choice of a university in Greece. Specifically, the degree of rationality exhibited by prospective students is assessed in an attempt to provide a test for the economic approach to the explanation of human behaviour. Information search is used as an indication of rationality and measured through a survey conducted among 220 university students in the academic year 2003/2004. The findings provide weak support for the rationality postulate in that they indicate that more than 40% of respondents could not be classified as information seekers. Logistic regression analysis was used in order to identify characteristics associated with the propensity to engage in information search: high socioeconomic status students, students who perceived the decision as important, and students who had acquired information prior to the choice of a university were found to be more likely to engage in information search. The paper draws attention to the limitations of the economic rational man model of human

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behaviour and discusses the implications of the findings for the promotional strategy of universities.

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