Choices and Motivations: the why and how of Portuguese students' enrolment choices

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Abstract

The student population is becoming increasingly diversified and heterogeneous. In a climate of decreasing traditional enrolments in the Portuguese higher education system and increasing competition for students, it becomes essential to understand the reasons and motivations that attract students to higher education and which are the more relevant factors they consider when choosing a higher education institution. This article presents the preliminary analysis of the results of a questionnaire filled in by a sample of 11,467 students entering different types of higher education institutions in 2006/07.

Keywords: Students' reasons and motivations; competition for students; higher education

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