

## **Workshop Innovation in regional business and industry, NGOs and the public sector – the role of University Lifelong Learning**

**Thursday 10 May 2012**

### **Perceived service value and willingness to pay for Continuing Education**

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#### **Abstract**

Understanding of and research into the perceived value of tertiary education and students' willingness to pay fees is limited. Work that exists tends to relate to degree programmes and within lifelong learning very little is known that enables us to predict and understand consumer behaviour. This paper aims to make a significant contribution to the literature and reports on an international study of students attending university for short professional development and interest based courses. A model is proposed and tested that describes the multi dimensional nature of perceived service value and accounts for relationships between perceived service value, willingness to pay, satisfaction and demographic variables. We anticipate that this paper will enable educationalists to better understand and predict consumer behaviour in an international context.