Assessment of Consumer Preferences of Senior Students in Choice of Study Forms and Programs of Higher Education: Forecasts and Recommendations

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Abstract: The analysis of consumer motives of senior school and gymnasium students of the Tambov region regarding the choice of direction and place of higher education was conducted. One of the problems of many regions is the outflow of graduates to metropolitan universities. Taking into account open information and general trends in the educational system, the example of the Tambov region can be projected both on neighboring regions and regions of the Central Federal District. Trends influencing the educational migration of young people from the region have been identified, and recommendations for leveling this process have been proposed.

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