**CUSTOMER CHOICE BEHAVIOUR IN EDUCATION SECTOR: AN APPROACH USING INFORMATION PROCESSING CHOICE MODEL**

**Abstract.** Based on 400 survey samples including 12th grade students in Binh Tri Thien area and the covariance-based SEM (CB-SEM) estimation technique with second-order constructs, the study points out three factors, in descending order of impact, on students’ choice of a university are as follows: student characteristics; external influences and general expectation of college life. The research demonstrates that general expectation of college life is an influential factor that is often overlooked by previous studies. Based on the findings, the authors suggest certain recommendations that universities should pay attention to when conquering learners such as focusing on personalized marketing, applying customer value-oriented marketing strategies to the education sector, focusing on linking with businesses in the training process…

**Keywords**: External influences; General expectation of college life; Information processing choice models; Student characteristics; University choice decision.