



THE OXFORD RESEARCH AGENCY  
SEEING FURTHER. THINKING DEEPER.

# Tuition Fees Pricing Optimisation

*Providing Insight and Innovation in Higher Education*

What is the optimal level for tuition fees at your institution? How does this differ between courses/ types of course? How price sensitive are prospective students from different social groups? The Oxford Research Agency has proven and established methodologies for answering these and other related questions.

We are a leader in market research applied within the Higher Education sector. Using innovative methodologies, we provide institutions with the insight they require to tackle the complex issues they face.



The introduction of variable tuition fees coupled with increased competition within the Higher Education sector has increased the need for individual institutions to establish a pricing policy.

Within Higher Education the pricing model is not a simple one, for example:

- For some students high fees are a barrier to choosing a specific course or institution
- For others, higher fees are seen as indicating an institution of higher status

## 'OxyGen' Price Sensitivity Model

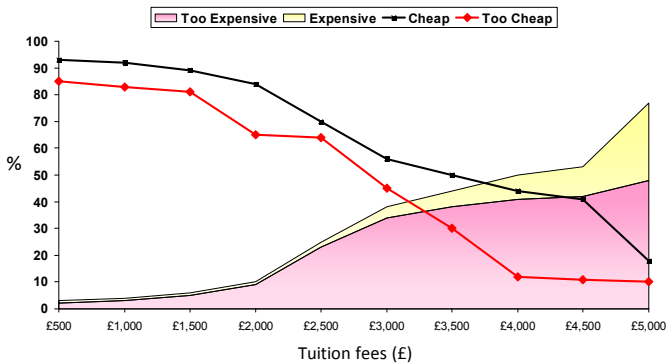
We use bespoke research to inform the student decision-making process of both prospective and current students. As price sensitivity is intrinsically linked with perceptions of value, student evaluation of quality must also be assessed.

We have developed techniques that enable us to explore the "switch points" around price sensitivity, where a number of different variables can be taken into account. For example, the interrelationships of the following factors could be analysed:

- Tuition fees price differentials
- Level of institutional support (grants, bursaries etc.)
- HEFCE Student Satisfaction rating for institution/ course
- Class size
- Graduate job prospects

This data is then fed into our predictive model, which enables us to create hypothetical scenarios based on variations to the above factors and allows us to communicate to our clients the potential impact this might have – i.e. a 10% increase in tuition fees for a specific course would result in 5% fewer applications from BME students.

### Optimal Price



### Deliverables

- Bespoke research tailored for individual institutions and targeted to reach specific audiences, including:

- Sixth-form students
- Acceptors
- Decliners/ insurance holders
- Current students
- Parents

- Work to ensure institutions maximise revenue generated without negatively impacting on the number or quality of students applying

- Examine how pricing structures fit within corporate aims, accessibility to minority groups, ratio of 'home' and overseas students etc.

- Develop an ongoing pricing strategy that can be used to predict the impact of competitor activity

- Individual course optimisation analysis

### Higher Education clients

The Oxford Research Agency has conducted a wide range of research for university clients, including:

- University of Oxford
- The University of Sheffield
- Anglia Ruskin University
- University of Bristol
- City University London
- University of Bradford
- Oxford Brookes University
- Keele University
- The University of Nottingham
- The University of Warwick
- University of Birmingham

For more information please contact **Steve King** (see details below).



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