

Abstract

Business and Utilization of Data on Educational Attainment of the Population

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Data on educational attainment of the population is valuable for the business sector. It reflects the knowledge and the quality of labour force. Importantly, they help to understand the consumers' social class, buying power, consumption behavior, etc. This article describes how to use data on educational attainment from Japan, South Korea, Taiwan and Thailand for the business sector. The data could be used for making decision on investment, production, marketing, employment, etc.

During the last decade, school enrollment ratios of four countries tend to increase. The trend is likely to be continued. This means that the labour force and the consumers are becoming better educated. In terms of producers, most of Thai labour force are lowly educated, where as most of Japanese and South Korean labour forces have higher education while most of Taiwanese labour force educational level is in-between. In terms of consumers, Japan has the largest consumer market and the highest buying power. Thailand is the second largest market, however, it has the lowest buying power. Taiwan, the smallest consumer market, is the second to Japan in terms of buying power.