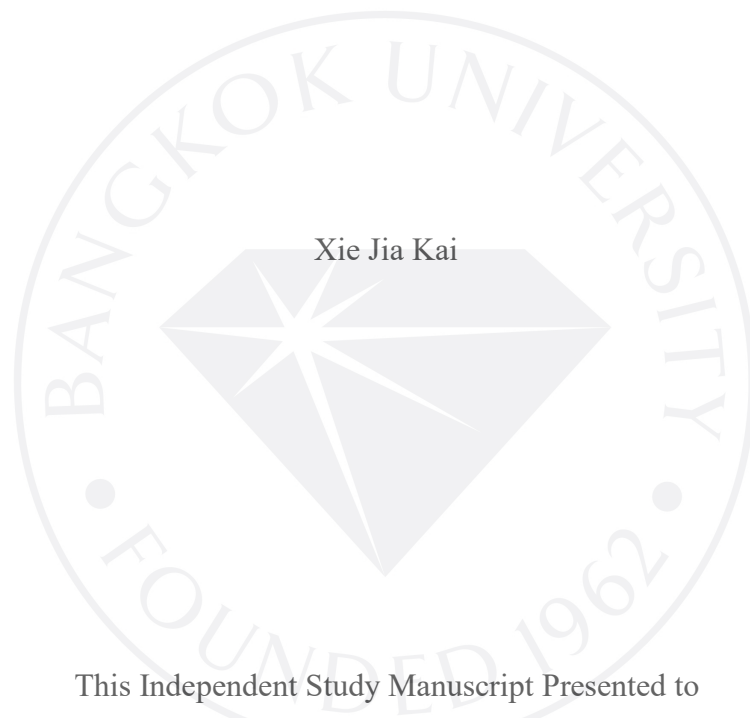


FACTORS INFLUENCING CHINESE STUDENTS' DECISION TO STUDY IN  
THAI UNIVERSITIES AROUND BANGKOK, THAILAND



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THAI UNIVERSITIES AROUND BANGKOK, THAILAND



This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
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of the Requirements for the Degree  
Master of Business Administration

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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: FACTORS INFLUENCING CHINESE STUDENTS' DECISION TO STUDY IN  
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Factors Influencing Chinese Students' Decision to Study in Thai Universities around Bangkok, Thailand ( 55 pp.)

Advisor: Asst. Prof. Kasemson Pipatsirisak, D.B.A.

#### ABSTRACT

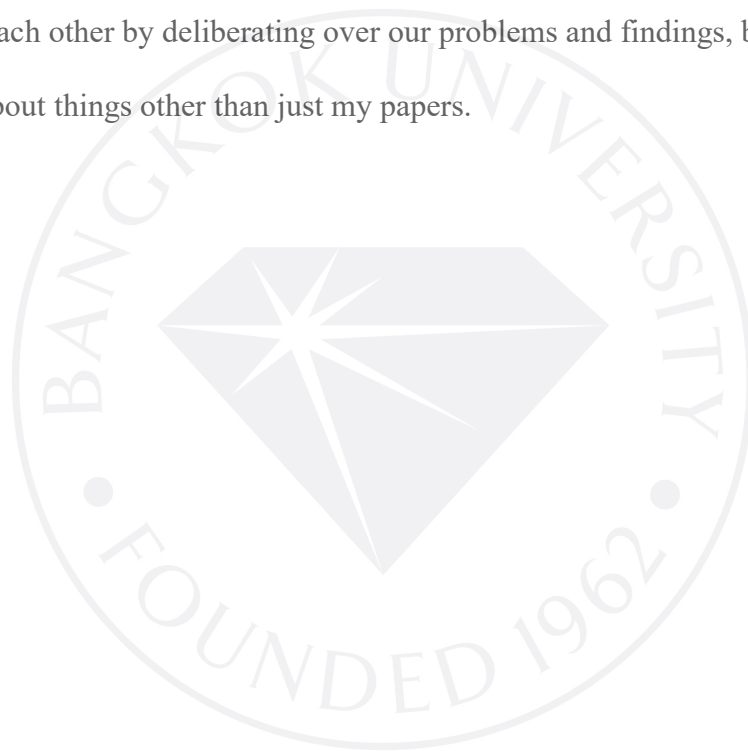
The purpose of this research was to study factors influencing decision making of Chinese students to study in Thai universities around Bangkok, Thailand. The 400 respondents were the Chinese students who chose Thai universities in Bangkok, Thailand as their university study destination. Researcher used the survey method to distribute the questionnaires to collect the data from the respondents. The Multiple Regression was employed for hypothesis testing at 0.05 level of statistically significance. The results were found that university image and reputation, perceived value in university facilities, and student expenditure affected Chinese students' decision to study in Thai universities around Bangkok, Thailand significantly.

*Keywords: Chinese students, Thai Universities, Decision Making*

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## CHAPTER 1

### INTRODUCTION

In this chapter of study, the researcher explains the background which is related to subject of the research study through Chinese students' decision to study in Thai Universities around Bangkok, Thailand. Moreover, this chapter consists of background of the research problems, statement of the research problems, intention and reason for study, research objectives, scope of study, and contribution of research.

#### 1.1 Background of the Research Problems

The internationalization of higher education has been a major growth industry worldwide (Adesoji Jeremiah, 2015). Higher education has become an increasingly competitive sector. The number of countries that are actively involved the international student recruitment has grown considerably. With a rapidly expanding higher education sector, it has become increasingly important to understand how to attract international students.

With the largest population, and the booming up economy, China has been playing a more important role in this global village. Not only its GDP grows up, but more and more Chinese families are getting richer and parents concern much about their children. Chinese market in which is not only requiring consuming products or luxuries, but also desperately in need of services. Educational service could be the most important in all.

In China, with reform and opening up, China's economy is gradually improving. Many families have good economic conditions so that they can afford to send their children to study abroad, and make their children's dream of studying abroad come true. Culture is becoming more and more globalized now, and many students think that foreign education is better than domestic education, so they go abroad to receive higher education, hoping to gain better insights and knowledge. The competition is becoming increasingly fierce now because the popularity of education in China leads to Chinese college students going everywhere. Many people choose to go abroad to study and think that studying abroad can make them more competitive and help them to get a better job in the future

Thailand has always been a China's very friendly partner. Since Thailand is located in the center of Southeast Asia, it is geographically close to China. The education cost in Thailand is considered low for Chinese. With Thai Government's open policies and the coming ASEAN Economic Community (AEC) in 2015 that brings more opportunities to this region, Thailand has advantages in offering business opportunity, including international educational business. Chinese students have become the major source of foreign students in Thailand since year 2006. As Chinese student is a majority and the main source of international students in Thailand, thus, it seems to be the most critical target group and is one of Thai's prominent export markets for education services.

The internationalization of higher education in Thailand has brought attention to the importance of international competition in higher education, especially for Chinese student. Pimpa (2003) note that higher educational institutions now recognize that they need to market themselves in a climate of international competition. One of the key

pieces of information that can help the university's marketing efforts is the understanding of what determines a prospective student's university preference (Pimpa, 2003).

The number of countries that are actively involved in international student recruitment has grown considerably. Given the growing international competition between countries for international students, it has become increasingly important to gain a better understanding of the factors that influence Chinese students' decision on university in Thailand.

## 1.2 Statement of the Research Problems

Previous studies indicate that there are a variety of factors influencing Chinese students' decision to study in Thai universities around Bangkok, Thailand. The independent variables in this research are: University image and reputation, perceived value in university facilities, student expenditure, and, promotion. And the dependent variable is Chinese students' decision to study in Thai universities around Bangkok, Thailand.

For conduct the research of students in decision-making, Binsardi and Ekwulugo, (2003) highlight the school image which has positive relation with decision making. DeShield, et al., (2005) further argue that in the process of student decision making, the school reputation might be the factor which student and parent will be consider. Perceived value in university facilities of student decision-making, according to Arambewela and Hall (2009), is one of the main ways in which universities can provide to students, and attract them in their internal decision-making processes. Picciano (2012)

also suggest that the student expenditure or cost is one other factors which influence the Chinese students' choices for study destination abroad. The promotion from social network also play an important role in a student's decision-making process for higher education (Hemachandra and Kodithuwakku, 2007).

The research problems or questions are:

1. How perceived value in university facilities impact on Chinese students' decision to study in Thai Universities around Bangkok, Thailand.
2. How promotion impact on Chinese students' decision to study in Thai Universities around Bangkok, Thailand.
3. How university image and reputation impact on Chinese students' decision to study in Thai Universities around Bangkok, Thailand.
4. How student expenditure impact on Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

### 1.3 Intention and Reason for Study

As the international competition in Thai universities' is increasing there is a growing demand for better understanding how the international students select the Thai Universities. This research aims to identify the different attributes that Chinese students evaluate in order to provide useful information on how to attract Chinese student to Thailand. According to Pimpa (2003) the key motivator for research into higher

education choice has been individual institution's need to understand the key factors involved in student choice.

This study is conducted from Thai Universities' point of view and thus the goal is to utilize the findings in a way that best contributes to increasing the number of Chinese student applicants. Interesting is to find out which factors will affect the number of applicants.

#### 1.4 Research Objectives

The objective of this research is to find out the term of University image and reputation, perceived value in university facilities, student expenditure, and, promotion that influence decision marking of Chinese students toward Thai Universities in Bangkok, Thailand.

#### 1.5 Scope of Study

For scope of content, this research will study factors or elements that influences decision making of Chinese students in Thai universities in Bangkok, Thailand. For scope of samples and location, this research study will conduct survey in Thai universities in Bangkok, Thailand. The main respondents are the Chinese students who choice Thai universities in Bangkok, Thailand as their university study destination. For scope of researching duration, this research will be conducted during March 2018.



For the scope of related variables in this study, dependent and independent variables are presented accordingly as following.

Dependent Variables:

Chinese students' decision to study in Thai Universities around Bangkok, Thailand

Independent Variables:

University image and reputation, perceived value in university facilities, student expenditure, and, promotion.

#### 1.6 Contribution of Research

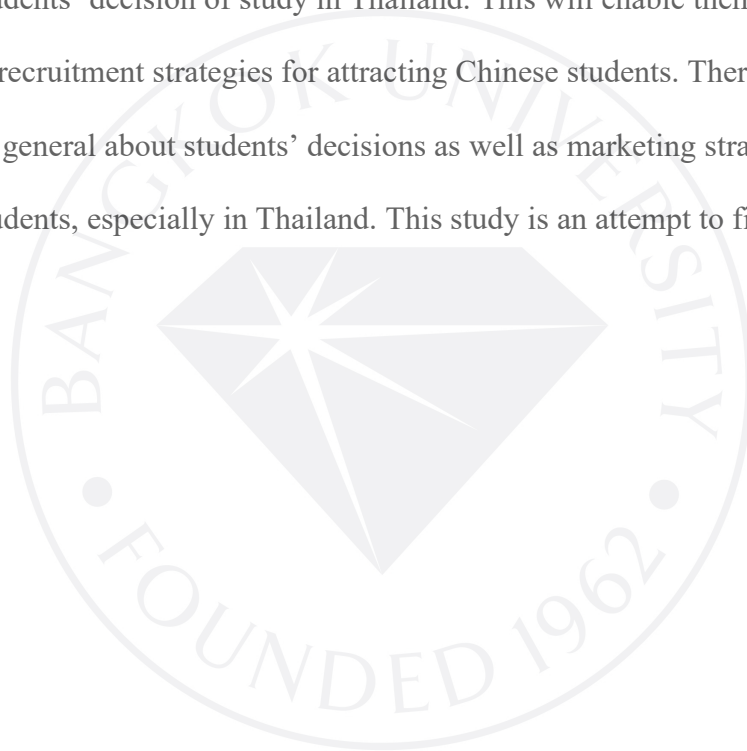
The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

According to business practices, the finds of the research can help owner and manager of university in Bangkok. This study should guide reader as managers, or owner of universities in Bangkok to realize factors and its effectiveness with Chinese students' decision. Also along with this, a better understanding of how a university in daily marketing activities to attract new Chinese students come and study in Bangkok.

According to this research, the universities' owner can decide which market strategy they need to maintain or not to maintain that to gain new more Chinese students.

Many researchers from some countries have investigated students and universities' marketing perspectives towards decision making (Mazzarol and Soutar, 2002; McMahan,

1992). There is currently a lack of research in Thailand of a similar kind, which focuses on understanding Chinese students' needs and effective ways to communicate with Chinese students. Hence, there is a need to investigate what factors influence Chinese students' decisions marking particularly from a student perspective. In order to address this, it is crucial for the high education institutions to understand the factors that influence Chinese students' decision of study in Thailand. This will enable them to formulate better policy and recruitment strategies for attracting Chinese students. There is currently little research in general about students' decisions as well as marketing strategies towards Chinese students, especially in Thailand. This study is an attempt to fill that research gap.



## CHAPTER 2

### LITERATURE REVIEW

The researcher has conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables, and investigate the relationship among variables. Regarding this concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

#### 2.1 Independent Variables

##### University Image and Reputation

Image is the impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. See also corporate image. The brand image refers to the way a market as a whole views a given company or product. Many companies attempt to create a strong brand that people identify with a given product.

Kotler and Keller (2009) described brand image as the perceptions and beliefs held by consumers about the brand. In today's dense marketplace, consumers often decide to purchase brands based on their image or identity. The identity of a brand is central to the brand's strategic vision since it embodies the basic characteristics that will sustain it over time; just as a person's identity provides direction, purpose and meaning

(Paweena et al., 2014). Thus, a brand's identity is the sum of unique associations that consumers have when confronted with the brand (Hongzhi et al., 2015). Corporate image in the service marketing literature was early identified as an important factor in the overall evaluation of the service and the company (Elliott and Shin, 2002). Corporate image is a filter which influences the perception of the operation of the company.

Reputation is a perception of past actions and future behavior viewed not in isolation but in the context of what others are doing in the marketplace. A company with a poor reputation for employee relations might decide to improve and upgrade its human resource policy but it will take time for that company to acquire a reputation as a good employer, because so much of its reputation depends on past performance.

#### Perceived Value in University Facilities

Perceived value is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with others. Perceived value may also be expressed as a straightforward relationship between perceived benefits and perceived costs:  $\text{Value} = \text{Benefits} / \text{Cost}$ . Armstrong and Keller, (2006) defined perceived value of customer as the outcome of comparative relation of private between on the whole advantage perception and perceived offering or payment by the customer.

#### Student Expenditure

Expenditure refer to the act of expending something, especially funds; disbursement; consumption. The amount a student pays for their education. The student expenditure is

very important as it determines the universities' profit and hence, survival. Arambewela and Hall (2009) points out that from a student's prospective, cost are usually defined as what the student must give up to purchase educational services. In addition, pricing information provided influences consumer behavior. Affordability is clearly a major consideration which suggests that properties advertised with no price details (auctions, price on application) are not meeting the needs of buyers.

### Promotion

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan (DeShield et al., 2005). These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget. The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image (Binsardi and Ekwulugo, 2003). Promotions designed to create a short term increase in sales. Examples of sales promotion include money off coupons, discount codes and "flash sales".

Promotion is a form of corporate communication that uses various methods to reach a targeted audience with a certain message in order to achieve specific

organizational objectives (Binsardi and Ekwulugo, 2003). Nearly all organizations, whether for-profit or not-for-profit, in all types of industries, must engage in some form of promotion. Such efforts may range from multinational firms spending large sums on securing high-profile celebrities to serve as corporate spokespersons to the owner of a one-person enterprise passing out business cards at a local businessperson's meeting.

Like most marketing decisions, an effective promotional strategy requires the marketer understand how promotion fits with other pieces of the marketing puzzle (e.g., product, distribution, pricing, target markets). Consequently, promotion decisions should be made with an appreciation for how it affects other areas of the company. For instance, running a major advertising campaign for a new product without first assuring there will be enough inventory to meet potential demand generated by the advertising would certainly not go over well with the company's production department (not to mention other key company executives). Thus, marketers should not work in a vacuum when making promotion decisions. Rather, the overall success of a promotional strategy requires input from others in impacted functional areas.

## 2.2 Dependent Variables

### Students' Decision Making

Decision making is an indication of a person's willingness to perform the behavior, and it is an immediate antecedent of behavior. In this study, decision making is the dependent variable and it is predicted by independent variables. Decision making is the readiness of an individual to certain actions. Alternatively, decision making "refers to the

purchase decision of final consumers, both individuals and households, who buy goods and services for personal consumption” (Cubillo, et al., 2006). The definition formed by Maringe and Carter (2007) describes consumer purchase decision as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer purchase decision is offered by Pimpa (2003) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

The demand for universities in Thailand and competitions in universities makes international students’ preferences an interesting subject to study. Thus, it is important for universities’ marketers to know factors that influence the purchase intention of prospective students. Cubillo et al., (2006) summaries earlier research into three types of student choice models and the dimensions in much of the research can be categorized as either economic, sociological or information processing models. The economic models of student choice emphasize the costs aspects in relation to their studies, including the costs of choosing to study instead of work. The sociological models of student choice cover issues such as family influences, personal motivation and ability and other influences. The information processing models of student choice combine both the economic and sociological models to determine the decision making of further study and the selection process of institutions. Some researchers suggest that it is difficult to categorize or conceptualize students’ decision making. Picciano (2012) argues that choice is not a

rational process while Arambewela and Hall (2009) summarize that choice is an iterative, complex concept that involves three interconnected elements, which were the context, the key influencers and the choosers.

### Decision-Making Process

The five stage model of consumer decision-making is often cited in marketing literature. The steps that consumers go through are problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior (Kotler 2003). As selecting a higher education institution is consumer behavior this five stage model can be applied to the international students' decision-making process. Other researchers such as Arambewela and Hall (2009) have also applied this model to higher education.



Figure 2.1: Five-stage Model of the Consumer Buying Process

As can be seen from figure 2.1, the buying process starts by recognizing a problem or a need that motivates the consumer to search for information about how to best satisfy this need. After enough information about solving the problem has been gathered the alternatives are evaluated based on the consumer's choice criteria. The evaluation step is followed by purchase decision. There are however, two factors that may intervene with purchase intention and purchase decision: attitudes of others and



unanticipated situational factors. The last stage of the model is post purchase behavior. This refers to the customer's evaluation of the level of satisfaction that is dependent on relation between the customer's expectations and perceived quality (Kotler, 2006). This study focuses mostly on the evaluation of alternatives but the decision step is also examined to an extent while the other stages in the consumer decision-making process are not under special interest.

### 2.3 The Relationship Between (among) Variables

A universities' image, in terms of its reputation and perceived education quality Hemachandra and Kodithuwakku (2007) is likely to remain the most important factor influencing study destination choice. Adesoji and Jeremiah (2015) present that international students are more influenced by the following factors when choosing an institute: an institution's reputation for quality; its links or alliances with other institutions familiar to the students, high-quality staff, alumni base, and the number of students enrolled at the institution and students' qualifications being recognised. Binsardi and Ekwulugo, (2003) highlight that international recognition of UK is a factor that influences international students' choices to study in UK. Besides, Binsardi and Ekwulugo, (2003) indicates that students consider facilities and accommodation as well as scholarships availability during their decision-making process.

Universally, availability of perceived value from university is the most important for students when selecting a university (Arambewela and Hall, 2009). However, facilities of university are the most influential when selecting between several

universities that offer a similar course (Adesoji and Jeremiah, 2015). Interestingly, eShield, et al., (2005) findings suggest that the three top reasons international students choose courses and subjects of study are good facilities which student can be perceived as school value that school can provide for them. 'Value for money' is a critical issue for students when selecting school abroad. Cubillo, et al., (2006) analysis shows that students' perceived value is the most important factors that influence them to further study abroad, especially to achieve personal satisfaction for future career.

The cost of student has received attention from various authors. The results from these studies have been somewhat inconsistent. Cubillo, et al., (2006) found lowering fees to be only of moderate importance to Asian students in selecting their study destination. According to their research the importance of part-time work was significantly greater. On the other hand Pimpa (2003) identified the direct cost of higher education to be the greatest risk that students associated with the decision to study abroad and according to a study conducted the total cost of attendance is very important for students in their consideration of university selection.

Influences and recommendations from family members, relatives, friends and professors or any other type of promotion also play an important role in a student's decision-making process for HE (Maringe and Carter, 2007). Wang, et al., (2011) suggested that personal recommendations or word-of-mouth referrals of former alumni are main influences. Even though the final decision to study abroad is mainly decided by students themselves, their family members, relatives and friends influence them significantly by providing information and suggestions (Mazzarol and Soutar, 2002).

Pimpa (2003) indicated that the influence of family on the Thai students differed depending on the level of education they planned to study.

## 2.4 Hypothesis

H1: University image and reputation significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

A universities' image, in terms of its reputation and perceived education quality (Paweena et al., (2014), Hongzhi et al., (2015), Adesoji and Jeremiah (2015), Hemachandra and Kodithuwakku (2007)) is likely to remain the most important factor influencing study destination choice. Paweena et al., (2014) present that international students are more influenced by the following factors when choosing an institute: an institution's reputation for quality, et al.

H2: Perceived value in university facilities significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

Perceived value from university is the most important for students when selecting a university (Price et al., 2003). However, facilities of university are the most influential when selecting between several universities that offer a similar course (Price et al., 2003).

H3: Student expenditure significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

Maringe and Carter (2007) identified the direct cost of higher education to be the greatest risk that students associated with the decision to study abroad and according to a

study conducted the total cost of attendance is very important for students in their consideration of university selection.

H4: Promotion significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

Mazzarol and Soutar (2002) suggested that personal recommendations or word-of-mouth referrals of former alumni are main influences.

## 2.5 Conceptual Framework

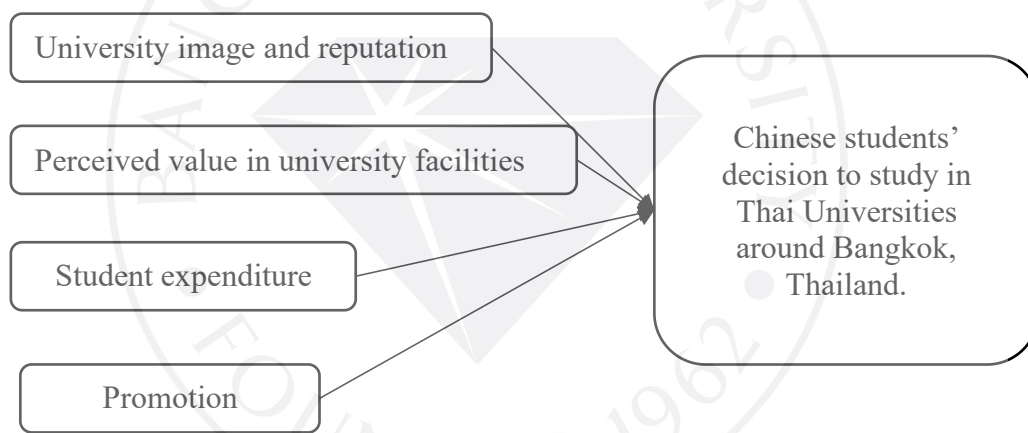


Figure 2.2: Conceptual Framework

The figure 2.2 has showed the conceptual framework which include four independent variables: university image and reputation, perceived value in university facilities, student expenditure, and, promotion. And four factors that impact on one dependent variable which is Chinese students' decision to study in Thai Universities around Bangkok, Thailand

## CHAPTER 3

### RESEARCH METHODOLOGY

The chapter three involves the research methodology and the sampling method to examine factors that influencing Chinese students' decision to study in Thai Universities around Bangkok, Thailand. This chapter is composed of the following sections:

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Testing Research Instrument
- 3.5 Data Collection
- 3.6 Statistics for Data Analysis

#### 3.1 Research Design

The study factors that influencing Chinese students' decision to study in Thai Universities around Bangkok, Thailand. A survey research is conducted to collect the data in order to investigate the correlation between factors and Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

The researcher used the sample survey method as the data collection process and preceded into the statistical test steps. And also used the survey method to distribute the composition of questionnaires to collect the information from the respondents. Respondents were asked to accomplish the questionnaires to help to collected data. All respondents are voluntary, and agree to use the data to focus their answers. When a large number of respondents answer the questionnaires with no cost and the shortest time required.

The quantitative research has been applied in this study. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). It means that the professional quantitative research is based on accurate data. Therefore, the questionnaire setting, population and sampling designing and data collection has been set reasonably.

### 3.2 Population and Sample Selection

#### Population in Research

Data used in this study were obtained from Chinese students who study Thai universities around Bangkok, Thailand. According to population refers to an amount of total of all objects, subjects or members that coordinate with a set of specifications. Thus, the population of this study is Chinese students who have used to study or is studying bachelor, master and doctor degree who study Thai universities around Bangkok.

### Sample Size in Research

The sample size for this study was based on a Yamane, (1967) formula to determine the sample size from 400 questionnaires done by Chinese students who study Thai universities around Bangkok, Thailand. The result shows that the sample size is 377 (Yamane, 1967). Thus, 400 sets of questionnaire have been collected.

### Sample Selection in Research

Data were gathered from 400 Chinese students who study in Thai universities in Bangkok. The target sample would be distribute to Chinese students who is studying or studied in Thai universities. Researcher decided to distribute questionnaires online to target Chinese students. Accidental sampling method will be applied in the research from Thai universities. Judgment sampling called purposive sampling involves choosing objects/ samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. The researcher chose to conduct judgment sampling on Chinese students who study in Thai universities in Bangkok, Thailand.

### 3.3 Research Instrument

The questionnaire with two sections was employed in this study.

### Section 1: Personal Demographic Data

The first part consists the basic demographic data questions, which were included gender, age, level of education and other personal information. The demographic items can be found in Part 1 of Appendix.

### Section 2: Decision Making Scale

The second section of questionnaire consisted of questions designed to measure the decision making. The instrument utilized a five-point Liker-type response format ranging from strongly disagree (1) to strongly agree (5). All of these items are founded in section 2 of Appendix. The weight (score) are set in each level as followed;

Strongly Agree = 5 points

Somewhat Agree = 4 points

Neutral = 3 points

Somewhat Disagree = 2 points

Strongly Disagree = 1 point

Regarding section 2, researcher exercised on the Liker's 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned}
 \text{Range} &= \frac{\text{Maximum} - \text{Minimum}}{\text{Scale Level}} \\
 &= \frac{5-1}{5} \\
 &= 0.80
 \end{aligned}$$



Table 3.1: The Range of Meaninterpretation

Range	Interpretation
1.00-1.80	Strongly disagree
1.81-2.61	Rather disagree
2.62-3.42	Moderate
3.43-4.23	Rather agree
4.24-5.00	Strongly agree

### 3.4 Testing Research Instrument

#### Reliability test

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.2: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

After researcher got 40 data from distributing questionnaires to target people, and analysis SPSS got summary of reliability test result, and all the alpha of independent variables and dependent variable are more than 0.7, which are reliable, as follow:

Table 3.3: Summary of Reliability

Variables	Cronbach's alpha coefficient.	No. of Item
University image and reputation	0.871	3
Perceived value in university facilities	0.750	3
Student expenditure	0.719	3
Promotion	0.736	3
Chinese students' decision	0.837	3

Content Validity

The researcher has measured the content validity by considering the comments of 5 experts specialized in the fields of this study. The validity was calculated by considering the mean value of the 5 opinions toward each statement of questionnaire. The value of validity was more was approved and be able to be toward for this study. The statements of questions in the questionnaire were developed according to those comments.

### 3.5 Data Collection

The data has been collected from May to June of 2018 and distribute to Chinese students who is studying or studied in Thai universities online. Some related correlation data and related statistical function were conducted and analyzed through SPSS. In this study, data used within this research comprise of two types of data which are primary data and secondary data.

1. Primary Data are data received form questionnaire instruments that has been self-administered by sample group which are Chinese students who study in Thai universities in Bangkok.

2. Secondary Data are information that has been collected, analyzed and organized throughout this research from the review of literature in related topics such as international journal, local journal, articles, books, research and the Internet. Data collection process has been done in the month of May to June of 2018 by distributing a self-administered questionnaire to sample group of Thai universities at Bangkok online.

### 3.6 Statistics for Data Analysis

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. As for the statistic for data analysis, the researcher used regression analysis.

#### Regression Analysis

Regression analysis is a statistical tool for the investigation of relationships between variables (Armstrong, 2012). Usually, the investigator seeks to ascertain the causal effect of one variable upon another the effect of a price increase upon demand, for example, or the effect of changes in the money supply upon the inflation rate. To explore such issues, the investigator assembles data on the underlying variables of interest and employs regression to estimate the quantitative effect of the causal variables upon the variable that they influence (Armstrong, 2012). The investigator also typically assesses the “statistical significance” of the estimated relationships, that is, the degree of confidence that the true relationship is close to the estimated relationship.

Multiple Regressions is a technique that allows additional factors to enter the analysis separately so that the effect of each can be estimated (Armstrong, 2012). It is

valuable for quantifying the impact of various simultaneous influences upon a single dependent variable. Further, because of omitted variables bias with simple regression, multiple regressions is often essential even when the investigator is only interested in the effects of one of the independent variables.

The modified model may be written:

$$I = \alpha + \beta E + \gamma X + \varepsilon$$

where  $\gamma$  is expected to be positive.

The task of estimating the parameters a, b, and g is conceptually identical to the earlier task of estimating only a and b.

### Descriptive Analysis

Descriptive Analysis refers to the transformation of the raw data into a form that makes them easily comprehensible and interpreted. This method typically describes the responses of observations. The calculation of the average, frequency distribution, and the percentage distribution is the most common form of summarizing data.

CHAPTER 4  
DATA ANALYSIS

4.1 Descriptive Analysis

The following table is that this is the ratio of the frequency and distribution of the defendants were described demographic analysis. The mean and standard mean and tables also show the four variables standard deviation.

Table 4.1: Frequency Analysis of Gender

Gender	Frequency	Percent
male	227	56.8
female	173	43.3
Total	400	100.0

Table 4.1 showed that male Chinese student to choice university in Thailand got major frequency which is 56.8% (227), and female Chinese student to choice university in Thailand got 43.3% (173).

Table 4.2: Frequency Analysis of Age

Age	Frequency	Percent
Less than 20	69	17.3
21-30	218	54.5
31-40	74	18.5
More than 40	39	9.8
Total	400	100.0

Table 4.2 showed that there are 218 (54.5%) Chinese student who choice university in Thailand are age between 21-30, 69(17.3%) Chinese student who choice

university in Thailand are age less than 20, 74 (18.5%) Chinese student who choice university in Thailand are age between 31-40, 39 (9.8%) Chinese student who choice university in Thailand are age more than 40.

Table 4.3: Frequency Analysis of Education Level

Education level	Frequency	Percent
Bachelor Degree	190	47.5
Master Degree	175	43.8
Doctor Degree	35	8.8
Total	400	100.0

Table 4.3 showed that Chinese student choice university in Thailand at education level of bachelor degree which frequency of 190 (47.5%). And Chinese student choice university in Thailand at education level of master degree which frequency of 175 (43.8%). Chinese student choice university in Thailand at education level of doctor degree which frequency of 35 (8.8%).

Table 4.4: Thai University that Chinese Students Have Enrolled

University	Frequency	Percent
Bangkok University	125	31.3
Siam University	121	30.3
Assumption University	50	12.5
University of Thai Chamber of Commerce	56	14.0
Ramkhamhaeng University	36	9.0
Chiangmai University	12	3.0
Total	400	100.0

Table 4.4 showed that there are 125 (31.3%) Chinese students most well know

Thai university is Bangkok University. 121 (30.3%) Chinese students most well know Thai university is Siam Univeristy. 56 (14%) Chinese students most well know Thai university is University of Thai Chamber of Commerce. 50 (12.5%) Chinese students most well know Thai university is Assumption University. 36 (9%) Chinese students most well know Thai university is Ramkhamhaeng University. 12 (3%) Chinese students most well know Thai university is Chiangmai University.

Table 4.5: The Number of Year that Chinese Students Have Attended.

Attention	Frequency	Percent
Less than 1 year	40	10.0
Between 1-4 years	172	43.0
Between 5-7 years	107	26.8
Between 8-10 years	49	12.3
More than 11 years	32	8.0
Total	400	100.0

Table 4.5 showed that there are 172 (43%) Chinese students attended Thai universities between 1-4 years. And there are 107 (26.8%) Chinese students attended Thai universities between 5-7 years. There are 49 (12.3%) Chinese students attended Thai universities between 8-10 years. There are 40 (10%) Chinese students attended Thai universities less than 1 year. There are 32 (8.5) Chinese students attended Thai universities more than 11 years.



Table 4.6: The Chinese Students' Major of Students

Major	Frequency	Percent
Business Administration	81	20.3
Thai language	179	44.8
Tourism	80	20.0
Communication	30	7.5
Humanities	30	7.5
Total	400	100.0

Table 4.6 showed that there are 179 (44.8%) Chinese students' choice Thai language as their major. There are 81 (20.3%) Chinese students' choice Business Administration as their major. There are 80 (20%) Chinese students' choice Tourism as their major. There are 30 (7.5%) Chinese students' choice Communication, Humanities as their major equally.

Table 4.7: Summary of Mean and Standard Deviation of Variables

Transactions				
<b>University image and reputation</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
1. The university that I study has good image	400	4.45	.713	Strongly agree
2. The university that I study get high reputation in market	400	4.26	.751	Strongly agree
3. The university that I study is very famous	400	4.15	.828	Rather agree
<b>Perceived value in university facilities</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
1. University facilities can provide me convenience	400	3.85	.918	Rather agree
2. I can perceived high value in university facilities	400	3.87	.934	Rather agree
3. I am satisfy with university facilities	400	4.35	.744	Strongly agree
<b>Student expenditure</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
1. I choose this university because of tuition fees of the program.	400	3.77	.920	Rather agree

(Continued)

Table 4.7(Continued): Summary of Mean and Standard Deviation of Variables

2. I choose this university because of the flexibility of payment time	400	4.24	.803	Strongly agree
3. I can afford all the cost that expand for studying in Thai university	400	4.19	.797	Rather agree
<b>Promotion</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
1. I know this university because of my family recommend to me	400	4.21	.810	Rather agree
2. I know this university because of university brochures	400	3.91	.946	Rather agree
3. I know this university because of the website of the university	400	4.13	.837	Rather agree
<b>Chinese students' decision</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
1. Choose to study in Thai is very good decision for me	400	4.00	.809	Rather agree
2. I am very satisfy to my choose decision	400	4.09	.827	Rather agree
3. I will recommend my university to other people	400	3.96	.897	Rather agree
Total	400	4.09	0.835	Rather agree

Table 4.7 showed for factor of university image and reputation, it was found that most samples strongly agreed that they think the university that they study has good image ( $\bar{x}=4.45$ , S.D. = 0.713). Moreover, same samples strongly agreed that they think the university that they study get high reputation in market ( $\bar{x}=4.26$ , S.D. = 0.751); followed by same samples rather agreed that they think the university that they study is very famous ( $\bar{x}=4.15$ , S.D. = 0.828).

For factor of perceived value in university facilities, it was found that the most samples strongly agreed that they most satisfied with university facilities ( $\bar{x}=4.35$ , S.D. = 0.744); and same samples rather agreed that they can perceived high value in university facilities ( $\bar{x}=3.87$ , S.D. = 0.934); followed by same samples rather agreed they think university facilities can provide them convenience ( $\bar{x}=3.85$ , S.D. = 0.918).

For factor of student expenditure, it was found that the most samples rather agreed that they choose this university because of the flexibility of payment time ( $\bar{x} = 4.24$ , S.D. = 0.803). Moreover, same samples rather agreed that they can afford all the cost that expand for studying in Thai university ( $\bar{x} = 4.19$ , S.D. = 0.797); followed by same samples rather agreed they choose this university because of tuition fees of the program ( $\bar{x} = 3.77$ , S.D. = 0.920).

For factor of promotion, it was found that the most samples rather agreed that they know this university because of their family recommend to them ( $\bar{x} = 4.21$ , S.D. = 0.810). Moreover, same samples strongly agreed that they know this university because of the website of the university ( $\bar{x} = 4.13$ , S.D. = 0.837); followed by same samples rather agreed they know this university because of university brochures ( $\bar{x} = 3.91$ , S.D. = 0.946).

For factor of Chinese students' decision, it was found that the most samples rather agreed that they are very satisfy to their choose decision ( $\bar{x} = 4.09$ , S.D. = 0.827). Moreover, same samples strongly agreed that they choose to study in Thai is very good decision for them ( $\bar{x} = 4.00$ , S.D. = 0.809), followed by same samples rather agreed they will recommend their university to other people" ( $\bar{x} = 3.96$ , S.D. = 0.897).

## 4.2 Hypothesis Test

In the study, researchers tested the relationship between independent and dependent variables. After the data collection process, the researchers manage data, and analyzed by SPSS software. Four hypothesis is assumed that in this study, the

researchers decided to use correlation analysis to test every hypothesis of relationship between two variables.

Table 4.8: Multiple Regression Analysis of University Image and Reputation (UIR)

Factor, Perceived Value in University Facilities (PVUF) Factor, Student Expenditure (SE) Factor, Promotion (PRO) Factor Affecting Chinese Students' Decision to Study in Thai Universities Around Bangkok, Thailand.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.480 <sup>a</sup>	.231	.223	.66958	.231	29.618	4	395	.000

a. Predictors: (Constant), SUMPRO, SUMUIR, SUMSE, SUMPVUF

Table 4.9: Coefficients of University Image and Reputation (UIR) Factor, Perceived Value in University Facilities (PVUF) Factor, Student Expenditure (SE) Factor, Promotion (PRO) Factor Affecting Chinese Students' Decision to Study in Thai Universities Around Bangkok, Thailand.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.115	.290		3.849	.000	.545	1.685		
SUMUIR	.078	.034	.109*	2.290	.023	.011	.146	.855	1.169
SUMPVUF	.334	.057	.311*	5.897	.000	.222	.445	.702	1.425
SUMSE	.161	.067	.125*	2.407	.017	.030	.293	.727	1.375
SUMPRO	.100	.061	.083	1.639	.102	-.020	.220	.758	1.320

Data from table 4.9 used to test following hypothesis. Independent variables of university image and reputation (UIR) factor (sig =0.023), perceived

value in university facilities (PVUF) factor ( $\text{sig}=0.000$ ), student expenditure (SE) factor ( $\text{sig}=0.017$ ) can predict Chinese students' decision to study in Thai universities around Bangkok, Thailand significantly. On the other hand, promotion (PRO) factor ( $\text{sig}=0.102$ ) cannot predict Chinese students' decision to study in Thai universities around Bangkok, Thailand significantly. These following variable can explain influence on Chinese students' decision to study in Thai universities around Bangkok, Thailand at 23.1%. Another 76.9% are influence from others variable that are not use in this research.

If university image and reputation factor increase by 1 point and other factors remain the same. Chinese students' decision will increase by 0.109 point.

If perceived value in university facilities factor increase by 1 point and other factors remain the same. Chinese students' decision will increase by 0.311 point.

If student expenditure factor increase by 1 point and other factors remain the same. Chinese students' decision will increase by 0.125 point.

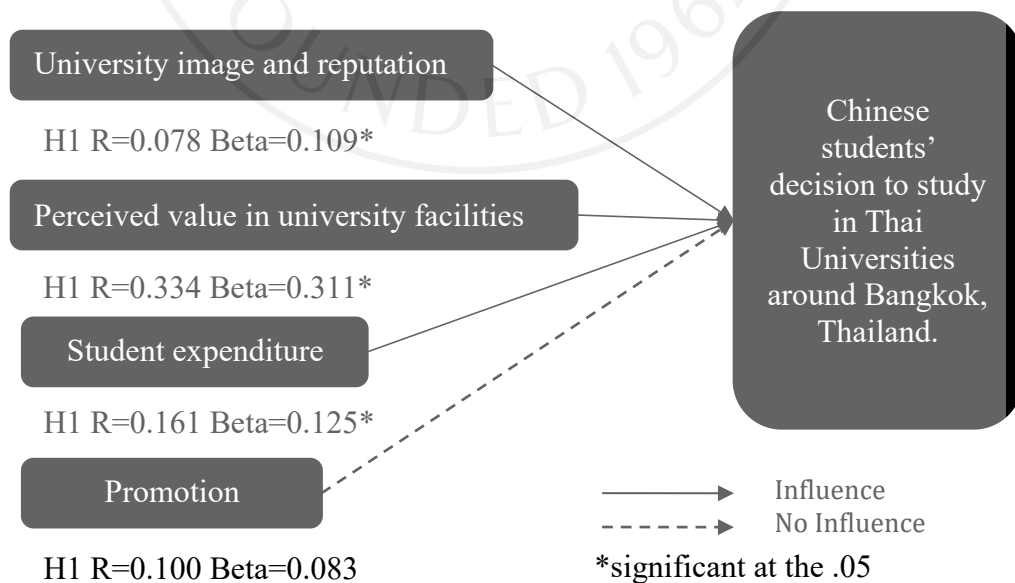


Figure 4.1: Result of Multiple Regression Analysis from scope of research

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

The objective of this research is to find out the term of university image and reputation, perceived value in university facilities, student expenditure, and, promotion that influence decision making of Chinese students toward Thai Universities in Bangkok, Thailand. The researchers conducted the survey techniques through distributing questionnaires from the respondents who are Chinese students who have used to study or is studying in Bangkok.

Data were gathered from 400 Chinese students who study in Thai universities in Bangkok. The target sample would be distribute to Chinese students who is studying or studied in Thai universities. Researcher decided to distribute questionnaires online to target Chinese students. The researcher chose to conduct judgment sampling on Chinese students who study in Thai universities in Bangkok, Thailand.

#### 5.2 Conclusion

For hypothesis summary:

Based on the research objectives, Simple Regressions analysis was employed to this study. After analyzing the hypotheses, all the null hypotheses were rejected.

The results are summarized as follows:

H1: University image and reputation significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand. The result from the analysis show that university image and reputation (UIR) factor has relationship towards Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

H2: Perceived value in university facilities significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand. The result from the analysis show that perceived value in university facilities (PVUF) factor has relationship towards Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

H3: Student expenditure significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand. The result from the analysis show that student expenditure (SE) factor has relationship towards Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

H4: Promotion cannot significantly influence Chinese students' decision to study in Thai Universities around Bangkok, Thailand. The result from the analysis show that promotion (PRO) factor has no relationship towards Chinese students' decision to study in Thai Universities around Bangkok, Thailand.

For demographic factors:

The demographic analysis showed that male Chinese student to choice university in Thailand got major frequency which is 56.8% (227), and female Chinese student to choice university in Thailand got 43.3% (173). There are 218 (54.5%) Chinese

student who choice university in Thailand are age between 21-30, 69(17.3%) Chinese student who choice university in Thailand are age less than 20, 74 (18.5%) Chinese student who choice university in Thailand are age between 31-40, 39 (9.8%) Chinese student who choice university in Thailand are age more than 40. Chinese student choice university in Thailand at education level of bachelor degree which frequency of 190 (47.5%). And Chinese student choice university in Thailand at education level of master degree which frequency of 175 (43.8%). Chinese student choice university in Thailand at education level of doctor degree which frequency of 35 (8.8%). There are 125 (31.3%) Chinese students most well know Thai university is Bangkok University. 121 (30.3%) Chinese students most well know Thai university is Siam Univeristy. 56 (14%) Chinese students most well know Thai university is University of Thai Chamber of Commerce. 50 (12.5%) Chinese students most well know Thai university is Assumption University. 36 (9%) Chinese students most well know Thai university is Ramkhamhaeng University. 12 (3%) Chinese students most well know Thai university is Chiangmai University. There are 172 (43%) Chinese students attended Thai universities between 1-4 years. And there are 107 (26.8%) Chinese students attended Thai universities between 5-7 years. There are 49 (12.3%) Chinese students attended Thai universities between 8-10 years. There are 40 (10%) Chinese students attended Thai universities less than 1 year. There are 32 (85) Chinese students attended Thai universities more than 11 years. There are 179 (44.8%) Chinese students' choice Thai language as their major. There are 81 (20.3%) Chinese students' choice Business Administration as their major. There are 80 (20%) Chinese students' choice Tourism as their major. There are 30 (7.5%) Chinese students' choice Communication, Humanities as their major equally.



From these results, it can be inferred that majority of Chinese students are being male, and age between 21-30 young students, the education level of bachelor degree, and who think Bangkok University is the most-well known, and those Chinese students who attended or have attended Thai universities between 1-4 years, the their major in the Thai university is Thai language.

The findings also showed that most Chinese students strongly agreed that they think the university that they study has good image ( $\bar{x}=4.45$ , S.D. = 0.713), they strongly agreed that they most satisfied with university facilities ( $\bar{x}=4.35$ , S.D. = 0.744), and they rather agreed that they choose this university because of the flexibility of payment time ( $\bar{x}=4.24$ , S.D. = 0.803), also they rather agreed that they know this university because of their family recommend to them ( $\bar{x}=4.21$ , S.D. = 0.810), and they rather agreed that they are very satisfy to their choose decision ( $\bar{x}=4.09$ , S.D. = 0.827).

### 5.3 Discussion

Research findings revealed that only three factors; university image and reputation, perceived value in university facilities, student expenditure that influence decision marking of Chinese students toward Thai Universities in Bangkok, Thailand. A universities' image, in terms of its reputation and perceived education quality (Eder, Smith and Pitts, 2010) is likely to remain the most important factor influencing study destination choice. Mazzarol and Soutar (2002) present that international students are more influenced by the following factors when choosing an institute: an institution's reputation for quality, et al. Perceived value from university is the most important for

students when selecting a university (Price et al., 2003). However, facilities of university are the most influential when selecting between several universities that offer a similar course (Price et al., 2003). McMahon, (1992) identified the direct cost of higher education to be the greatest risk that students associated with the decision to study abroad and according to a study conducted the total cost of attendance is very important for students in their consideration of university selection.

#### 5.4 Recommendation

Knowing what influences student satisfaction is the first step in improving it. In reference to the analysis findings, these influential factors were: university image and reputation, perceived value in university facilities, student expenditure. Having an insight on Chinese students' decision making with their study experience in Thailand, Thai universities should pay more attention to these aspects and adapt to the changing needs of their customers. As Chinese students are the main potential and prospective customers among all international students studying in Thailand, the ability of Thai higher education institutions to pinpoint what they want is a crucial factor affecting institutional and managerial success. The results from the study could facilitate and support Thai education provides to improve image of university and reputation by launch some information promotion with good image support. And also to put more investment in university facilities, try to control the cost and expenditure for students.

#### 5.5 Limitation of the Research

This research just for university in Bangkok, not involved in any other countries, therefore, the results from the study may not be generalized beyond this

location. The Measures used to collect the data after completing the interpretation of the findings, it is discovered that the way in which the data has been gathered inhibits the ability to conduct a thorough analysis of the results. So in future there is a need to measure the collected data in a better way.



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มหาวิทยาลัยกรุงเทพ  
BANGKOK UNIVERSITY

Master of Business Administration Program

Survey Questionnaire

“Factors Influencing Chinese Students’ Decision to study in Thai Universities around  
Bangkok, Thailand”

My name is Jiakai Xie. I am a MBA student of MBA program at Bangkok University. I am doing the research on “Factors Influencing Chinese Students’ Decision to Study in Thai Universities around Bangkok, Thailand”. This questionnaire is part of independent study conducted for the requirement of a Master’s degree in Business Administration of University of Bangkok University, the information acquired from this questionnaire will be confidentially kept and used for academic purpose only. Thank you for taking the time to fill in this questionnaire.

## Part I Demographic Information

1. Gender?

Male

Female

2. Age?

Less than 20

21-30

31-40

More than 40

3. Education level?

Bachelor Degree

Master Degree

Doctor Degree

4. Which Thai university is the most-well known to you?

Bangkok University

Siam University

Assumption University

University of Thai Chamber of Commerce

Ramkhamhaeng University  Chiangmai University

5. How many years you attended or have attended Thai university or universities?

Less than 1 year

Between 1-4 years

Between 5-7 years

Between 8-10 years

More than 11 years

6. What is your major in the Thai university?

- Business Administration       Thai language       Tourism  
 Communication       Humanities

### Part II. Measuring Independent Variables

Please answer the following question by mark “√” in the space given below and do kindly answer truthfully and complete all questions. The following factors affect Chinese customers to adopt digital payment abroad in Thailand.

1 (Strongly Disagree) 2 (Slightly Disagree) 3 (Neutral)

4 (Slightly Agree) 5 (Strongly Agree)

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
<b>University image and reputation</b>					
1. The university that I study has good image	1	2	3	4	5
2. The university that I study get high reputation in market	1	2	3	4	5
3. The university that I study is very famous	1	2	3	4	5
<b>Perceived value in university facilities</b>					
1. University facilities can provide me convenience	1	2	3	4	5

2. I can perceived high value in university facilities	1	2	3	4	5
3. I am satisfy with university facilities	1	2	3	4	5
<b>Student expenditure</b>					
1. I choose this university because of tuition fees of the program.	1	2	3	4	5
2. I choose this university because of the flexibility of payment time	1	2	3	4	5
3. I can afford all the cost that expand for studying in Thai university	1	2	3	4	5
<b>Promotion</b>					
1. I know this university because of my family recommend to me	1	2	3	4	5
2. I know this university because of university brochures	1	2	3	4	5
3. I know this university because of the website of the university	1	2	3	4	5
<b>Chinese students' decision</b>					
1. Choose to study in Thai is very good decision for me	1	2	3	4	5
2. I am very satisfy to my choose decision	1	2	3	4	5
3. I will recommend my university to other people	1	2	3	4	5

\*\*\*\*\* Thank you very much \*\*\*\*\*

**Bangkok University**

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