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## **To Investigate the Critical Influencing Factors for Decision Making Process of Students Who Want to Study Abroad**

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### ***Abstract***

Myanmar is the developing country and its education system is not yet to international level. Hence, most of the young adults, who like to upgrade their knowledge global wide and to gain international recognized higher educational certificates, choose to study overseas rather than continuing higher education after their high education nowadays, that becomes the trend of young people to study overseas since the competency among the people is getting intense based on the education level in every industry. The purpose of this research is to understand that students' decision making process of selecting university. The study will be conducted to see clear trend of Myanmar students' decision making of studying in abroad. This research will cover the context of what is Myanmar students' perception of abroad, how they consider among other countries and explaining those factors which determine Myanmar students' choice and how they decide to study abroad.

**Keywords:** Myanmar Students, Decision Making, Education Program, Image of Institution

### **1. Introduction.**

The competency among the people is found out that majority of the Myanmar students choose abroad as their best destination for its excellent education systems and available choices of private schools and universities from all around the world. Hence, the marketers should know the factors that influence the purchase intention of prospective Myanmar students and purchase decision of Myanmar students in abroad by analyzing the nature of the relationship among those factors.

The purpose of this assignment is to evaluate the factors that influence the purchasing decision of higher education in abroad. This would reflect the current trend of Myanmar students choosing universities in abroad. The focal point of this assignment will be based on the main factors that drive Myanmar students to purchase the particular higher education course in abroad. In addition, the growing market of higher education will be lucrative and of

course more competitive than ever. So this study will analyze the overwhelming factors that changed the market according to the student's decision making factors. Today Asia is one of the higher education destinations and it is interesting to see how it is going into future of global education system.

## 1.1 Research Objectives.

To identify students of various groups according to studying abroad segmentation and framework.

To identify the studying pattern of apparel students across various groups.

To identify the relationship between studying methods of students, involvement of students, pre-decision stage and post-decision stage of student studying behavior with the regarding to attitude and behavioral aspects of impulse studying behavior.

To identify the factors that lead to impulse studying behavior.

To identify the factors Myanmar students that want to study abroad.

## 2. Literature Review.

As global educational market is booming, many younger generations plan to study abroad to get more exposure and knowledge in these days. It is significantly essential to understand the international students' preference that is aiming not only to higher educational organizations involved but also to local and regional governments concern to attract their countries as one of educational destinations. Thus, it is essential to understand the influential factors of international students' purchasing behavior and to get to know the relationship between those norms. When we look at the Myanmar students, the logic of thinking for choosing a university is the same with other students from different countries. Studying overseas is one of the most significant impact on families and also the educational cost that students and parents would undertake has been tough decision [1]; [2]. Therefore, making a decision for Myanmar students like other international students to study abroad is not only complex but also burden for a family. Because of that, to decide to study in other country is increasing deliberation of the choosing process. Thus, when the student and family choose a country for education, they just don't select one the educational service but also they look forward an important bundle of services partly come together with the main service. In this case, most students usually stick to their sense with high level of risk. Even more, the students' decision is dominated by intangibility framework of service evaluation. Most students study the aspects of the image of the institution, and the country destination. According to [3], they mentioned that when considering goal and benefit, students are not just getting degrees; they are also looking forward the benefits after a degree that is substantial and can provide employment, their personal status and connection. In addition, from employment point of view choosing right educational service plays an important role in personal preference. Above all reasons, most of the Myanmar students choose abroad as educational destination not only for searching higher quality, good environment but also for good future career as abroad is

one of the world highest living standard countries.

When students analyze the service, the country image comes first as an important factor to consider in service evaluation. In fact, students thinking towards the educational services are related to reputation and status of country. Some studies point out that the country image overwhelming the decision making process much more than other essential factors to evaluate. Besides, the city or the environment that educational service will provide has impact on the students. As the complexity of education service is high, the service offers with a wide range of experiences such as physical environment of the city and institution's facilities.

On the other hand, the institution image is another reason to think as impression and that makes students to consider of the institution [4]. Anyway, perception for the institution's image is spread through word of mouth personal experience, and marketing of the institution [5]; [6]. In a students' decision-making process for educational service, pressure from family, relatives, friends and school teachers can be considered as important [7]; [8]. However, students and their family members decide for studying abroad, the surrounding environment influence them greatly by feeding information and suggestions [9]; [10]. According to the research, the pressure from family on the Thai students likely to change based on the level of education they planned to study [11]; [12]. Studying decision can be influenced by culture [13] explained the cultural as one of the essential facts that overwhelming decision of international students because most of the students would like to access to similar cultural environment of their own even though they are in other countries. On the other hand, another huge challenge for overseas students like Myanmar is language. In countries like USA, UK, Australia and Singapore which set English as official language, foreign students are struggling because of language barrier [14]. Thus there is a high risk of failure in choosing to study abroad in a foreign language for many international students and that is why language is another factor to consider [8]. Nevertheless, its worthy to risk for cost of opportunity as outcome can be great in terms of bright future with good career and of course increased personal status [13]. To conclusion, abroad is popular among many of Myanmar students because of its image and reputation of country itself, its mixed culture and big Myanmar society, international language usage and world class educational service.

### **3. Methodology.**

Majority there are two widely accepted approaches for a research which are as follows:

- Quantitative and
- Qualitative

In quantitative research, the researcher is the sole decision maker regarding the topic of study, designing specific and narrow questions, collection of numeric (numbered) data from participants. The researcher analyses these numbers by using statistical tools and techniques, and conducts the inquiry in an unbiased, objective manner. Whereas, the qualitative research expects the researcher to rely on the views of the participants as he asks broader general questions, collects data consisting largely of words (or text) from participants, describes and analyses these words for themes and conducts the inquiry in a subjective, in a biased manner [YO15]. I would prefer to choose the quantitative approach towards conducting my research as I my view this approach give better and more accurate results as compared to qualitative

approach. If I would be using my preferred research style, then questionnaires will be designed, and a survey will be conducted in order to get a clearer picture.

#### **4. Hypothesis.**

The purpose of this research is to understand that students' decision making process of selecting university. There is no significant difference between men and women when choosing a university.

#### **5. Research Design and Methodology.**

In this study, what types of data collection method, sampling method, issues of accessibility, ethical issues, analyzing data and limitations of research will be discussed. Each of those factors will explain about their own role and specification with detail discussion to identify the research questions. The primary research method will be mainly used in the project. Primary research involves collecting data about a given subject directly from the real world. Collecting data from the Myanmar students and we can know the updated data and information instead of using the secondary data. In primary research, the area discovered will be discussed in the Survey Questions. The survey will be carried out to the Myanmar students who are above 16 years old, attending in Yangon.

##### **5.1 Data Collection and Investigating.**

The reason of this study is to understand more of students' behavior by offering questionnaire and gathering data in quantitative. By quantitative research, the study is done by collecting required data to get more information. Then establishing closed ended questions to make clear, understandable and short questions. The plan of distributing questionnaires will be going through mainly from schools to collect required data of students' perception and decisions one by one. As mentioned above, the purpose of this research is to collect data from Myanmar students to understand about their decision making process and this will be done with 300 samples size, questionnaire sheets will be handed out to several schools in abroad. Gender will be classified into male and female to get more specified result. In order to evaluate the results, distribution of frequency and bar charts will be using in this research. Last but not least, there are many different factors influencing on the Myanmar students to decide and we will see what the most influencing factors are for them.

##### **5.2 Sampling Method.**

Sampling method of this research is to make the study more convenience and less time

consuming for the students. First of all, sampling will start off with age and gender. Then all students' current schools and qualifications in Asia will be collected. This will differ in terms of their geographical and environment perceptions. Even more detail of current institution, education programs and family educational background of students will be collected. In this way individual differences will be collected and seen according to their perceptions and preferences.

### **5.3 Sample Size.**

As the survey is for Myanmar, 300 sample size has been taken by researcher. The study provided certain question in the aim of achieving the adequate answer. The questions presents' the valuable pieces of information in creating and sustaining growth.

### **5.4 Data Analysis.**

In this research, there are several methods are used according to the references. The methods are such as frequency distribution, bar charts and simple percentage used to carry out the research. Meanwhile, the different answers will be collected as we do the survey and will learn the influencing facts on students' perception of the educational service in the region. Moreover, the way of society and culture shape the decision of selecting will be analyzing through the research.

### **5.5 Limitation of research**

Needless to say, there are few limitations for this research in every step. Start from sampling, main limitation is as no experience in research so it takes to carry out. And also there might be incomplete or extra questionnaire that might be time consuming to redo all the process. Likewise surveying of research also has time limitation and thus every step of research needs to be in time. On the other hand, keep on track of the data collection might be costly as research expands. Therefore, sample size is limited in order to save time and cost. In addition, there is no doubt about the limitation of ethical as the research is carried out on random people. Because of that their cooperation and truthfulness will be limited as well.

## **6. Conclusion.**

These studies analyse the influence of the elements related to either the image of institution, the valuation of the programme and the image of the country. Therefore, there are several studies which try to tackle the decision making process of the prospective Myanmar students from an integrated perspective.

Further analysis of consumer behaviour and determining factors in the decision-making process of the international student would allow educational institutions, as well as national, regional and local governments interested in attracting international students, to strengthen their image, try to eliminate weaknesses and thus increase their possibilities of being chosen as a destination for consumption of higher education services.

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