

DETERMINANTS INFLUENCING FOREIGN STUDENTS' DECISION TO
STUDY IN UUM:
A STUDY OF UUM INTERNATIONAL STUDENTS

ADHAM T. R. AL-SHARIF

MASTER OF BUSINESS ADMINISTRATION
UNIVERSITI UTARA MALAYSIA

2010

DETERMINANTS INFLUENCING FOREIGN STUDENTS' DECISION TO
STUDY IN UUM:
A STUDY OF UUM INTERNATIONAL STUDENTS

A thesis submitted to the College of Business in partial
Fulfillment of the requirements for the degree of
Master of Business Administration

DECLARATION

The author is responsible for the accuracy of all opinion, technical comment, factual report, data, figures, illustrations and photographs in this dissertation. The author bears full responsibility for the checking whether material submitted is subject to copyright or ownership right. Universiti Utara Malaysia (UUM) does not accept any liability for the accuracy of such comment, report and other technical and factual information and the copyright or ownership rights claims

The author declares that this dissertation is original and his own except those literatures, quotations, explanations and summarizations which are duly identified and recognized. The author hereby granted the copyright of this dissertation to College of Business, Universiti Utara Malaysia (UUM) for publishing if necessary.

Date:

Student Signature: _____

PERMISSION TO USE

In presenting this project paper in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in their absence, by the Assistant Vice Chancellor of the College of Business where I did my project paper. It is understood that any copying or publication or use of this project paper or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the Universiti Utara Malaysia (UUM) in any scholarly use which may be made of any material in my project paper.

Request for permission to copy or to make other use of materials in this project paper in whole or in part should be addressed to:

Dean Research and Innovation
College of Business
Universiti Utara Malaysia (UUM)
06010 Sintok
Kedah Darul Aman

ABSTRACT

It is important that Higher Education Institutions recognized themselves as contributing in the service industry to meet with the increasing demand of their stakeholders. In competing globally, Malaysian institutions are becoming popular destination for overseas studies. This study investigates the relationship between Perception of the International students And Quality of Reputation, Promotion, Institutional Culture and People culture, Price and Quality and expertise of staff. The study involved foreign students who were studying at Universiti Utara Malaysia (Northern Malaysian University). A total number of 123 valid responses were collected through questionnaire-based survey method representing a total of 82% per cent response rate. The result of this study had indicated that there was a significant relationship between the determinants that influencing foreign student's decision to study in UUM.

ACKNOWLEDGEMENTS

I cannot find the words that can convey the depth of my feeling towards many people who helped me. All what I can say thanks very much and I will always remember and be grateful for them. This work would have never come to be without the guidance of my supervisors and the support of my family.

I would like to express my deep thanks to Prof: Dr: Mohmad Yazam Sharif for supervision, friendly discussion, professional comments and fruitful guidance throughout this work. Without his support it was very hard to finish this project. And, many thanks go to Mr. Ghazali bin din for his comment on this project, also my Universiti Utara Malaysia. Finally but not last, I would like to express my appreciation and deep gratitude to my parents for their support to pass all the challenges that I have faced, encouragement and patience. Also my fiancée Eng.Ola Arafat “Just the thought of being with you tomorrow is enough to get me through the day.” There are only two times I want to be with you...Now and forever.

~ Thank You ~

ADHAM T. R. AL-SHARIF

Master of Business Administration (MBA)

UUM – COB

Table of Contents

DECLARATION	i	
PERMISSION TO USE	ii	
ABSTRACT	ii	
ACKNOWLEDGEMENT	iv	
Table of Contents	v	
LIST OF TABLES	viii	
LIST OF FIGURES	ix	
CHAPTER 1		
INTRODUCTION		
1.1	THE BACKGROUND OF THE STUDY	1
1.2	MARKETING EDUCATION TO INTERNATIONAL STUDENTS	2
1.3	THE PROBLEM STATEMENT	5
1.4	RESEARCH QUESTIONS	6
1.5	RESEARCH OBJECTIVES	7
1.6	THE SIGNIFICANCE OF THE STUDY	7
1.7	THE SCOPE OF THE STUDY	8
1.8	LIMITATION OF THE STUDY	8
1.9	DEFINITION OF THE TEARMMS	8
1.10	CHAPTER ORGANIZATION	10
CHAPTER 2		
LITRETURE REVIEW		
2.1	INTRODUCTION	11
2.2	NATURE OF EDUCATION AS A MARKETING SERVICE	11
2.3	STRATEGIES OF A SUCCESFULMARKETING OF INTERNATIONAL EDUCATION	15
2.4	QUALITY OF REPUTATION AND LEVEL OF MARKET RECOGNITION/PROFILE	16
2.5	POSSESSION OF INTERNATIONAL STRATEGIC ALLIANCES	17
2.6	POSSESSION OF OFFSHORE TEACHING PROGRAMS AND RECRUITING OFFICES	17
2.7	QUALITY AND EXPERTISE OF STAFF	18
2.8	ORGANIZATIONAL CULTURE	19
2.9	INNOVATION	19

2.10	EFFECTIVE USE OF INFORMATION TECHNOLOGY AND TECHNICAL SUPERIORITY	20
2.11	FINANCIAL RESOURCES	20
2.12	ABILITY TO OFFER BROAD RANGE OF COURSE/PROGRAMS	21
2.13	SCALE EFFECTS (STRENGTH OF ALUMNI AND MARKET SHARE)	22
2.14	ADVERTISING AND PROMOTION	22
2.15	USE OF PRIVATE RECRUITMENT AGENTS	23
2.16	SUMMARY	23
	CHAPTER 3	
	RESEARCHMETHODOLOG	
3.1	INTRODUCTION	25
3.2	RESEARCH FRAMEWORK	25
3.3	HYPOTHESES DEVELOPMENT	28
3.4	RESEARCH DESIGN	28
3.5	RESEARCH POPULATION	29
3.6	RESEARCH SAMPLING	29
3.7	INSTRUMENTION AND QUESTIONNAIRE DESIGN	29
3.8	RELIABILITY TEST	32
3.9	DATA COLLECTION PROCEDURES	32
3.10	DATA ANALYSIS	32
3.11	CONCLUSION	34
	CHAPTER 4	
	RESULTS AND FINDINGS	
4.1	INTRODUCTION	35
4.2	OVERVIEW OF THE DATA COLLECTED	35
4.2.1	Response rate	35
4.3	THE RESPONDENT'S PROFILE	37
4.4	RELIABILITY ANALYSIS	39
4.5	MAJOR FINDINGS	40
4.6	PEARSON CORRELATION COEFFICIENT	43
4.7	SUMMARY OF FINDINGS	44
4.8	RESULT LINEAR REGRESSION	46
4.9	CONCLUSION	46
	CHAPTER 5	

	DISCUSSION AND CONCLUSION	
5.1	INTRODUCTION	47
5.2	SUMMARY FINDINGS OF THE STUDY	47
5.3	DISCUSSION OF THE RESULTS	48
5.3.1	To determine the influence of the quality of reputation of UUM on the students' perception in decision-making towards studying in UUM	48
5.3.2	To determine the influence of UUM's promotion on the students' perception in decision-making towards studying in UUM	49
5.3.3	To determine the influence of UUM's institutional culture on the students' perception in decision-making towards studying in UUM	49
5.3.4	To determine the influence of UUM's pricing on the students' perception in decision-making towards studying in UUM	49
5.3.5	To determine the influence of UUM's quality and expertise of its staff on the students' perception in decision-making towards studying in UUM	50
5.4	SUGGESTIONS TO UNIVERSITY MANAGEMENT	51
5.6	SUGGESTIONS TO UNIVERSITY POLICY MAKERS (SENIOR MANAGEM	51
5.7	SUGGESTIONS TO FUTURE RESEARCHERS	52
5.8	LIMITATIONS OF THE STUDY	52
5.9	CONCLUSION	52
	REFERENCES	53
	Appendix 1: The Questionnaire	56
	Appendix 2	62

LIST OF TABLES

No.	Items	Page
1	Table 4.1 Response Rate	35
2	Table 4.2 Respondents' Profile	36
3	Table 4.3 Reliability Analysis	38
4	Table 4.4 Descriptive Statistics	39
5	Table 4.5 Interpreting the R-value for Intercorrelations	41
6	Table 4.6 Pearson Intercorrelations Matrix Result.	41
7	Table 4.7 Summary of Findings	43
8	Table 4.8 Model Summary	44
9	Table 4.9 ANOVA (b)	44
10	Table 4.10 Coefficients	45

LIST OF FIGURES

No.	Items	Page
1	Figure 1.1 Service Marketing From Education Perspective	5
2	Figure 3.1 the Theoretical Framework	27

INTRODUCTION

1.1 THE BACKGROUND OF THE STUDY

Educational services provided for international students, had witnessed a major growth over the last 30 years. Almost 1.8 million international students were estimated in 2004, studying abroad and demand is expected to grow fourfold in the next 20 years (Bohm et al., 2002). Actually, the demand seems greatly obvious in English language education within the USA, the UK and Australia as significant providers.

Nowadays, most educational institutions recognize that they need to market themselves in a climate of continuous competition that is a global one for universities. Also substantial literature has been developed which is concerned with the practices and concepts of marketing from other sectors to education (Gibbs, 2002). To be competitive in the global context, universities must understand the key education needs of overseas students and the perceived value and core elements of their offerings.

In terms of written works, the literature on education marketing, had originated from the UK and US in the 1980s and was theoretical in nature and was based on models developed in the business sector (Oplatka & Hemsley-Brown, 2004). It contained books and manuals on how to market institutions (Kotler & Fox, 1985; Gibbs & Knapp, 2001) and how to apply well-established advertising and public relations practices, used in the business sector, to attract overseas students.

Higher education was later on recognized not as a product, but a service. Therefore, marketing of services was sufficiently different from marketing of products. So, to justify

The contents of
the thesis is for
internal user
only

REFERENCES

- Biggs, J. (2003). *Teaching for Quality Learning at University*. Berkshire: Open University Press.
- Böhm, A., Follari, M., Hewett, A., Jones, S., Kemp, N., Meares, D., et al. (2004). Forecasting international student mobility a UK perspective. *Vision 2020: Global student mobility*.
- Brenda M. Oldfield, S. B. (2000). Student perceptions of service quality in a UK university business and management faculty. *Quality Assurance in Education*, 8(2), 85-95.
- Brendan J. Gray, K. S. F., Violeta A. Llanes. (2003). Branding universities in Asian markets. *Brendan J. Gray, Kim Shyan Fam, Violeta A. Llanes*, 12(2), 108-120.
- Bruce, T. B. C. T. R. (1992). Strategic Perspectives for International Education Providers *Journal of Teaching in International Business*, 3(2), 41-51.
- Gatfield, T., Barker, M., Graham, P., 1999. *Measuring student quality variables and the implications for management practices in higher education institutions: an Australian and international student perspective*. *Journal of Higher Education Policy and Management* 21 (2), 239-252.
- Gibbs, P. (2002). Marketing issues for non-degree United Kingdom higher education: the case of foundation degrees *Journal of Vocational Education & Training*, 54(2), 237-248.
- Gray, B. J., Fam, K. S., Llanes, V. A., 2003. *Branding universities in Asian markets*. *Journal of Product & Brand Management* 12 (2), 108-120.
- Hemsley-Brown, J., Oplatka, I., 2006. *Universities in a competitive global implications for curriculum, pedagogy and assessment*. In J. Carroll & J. Ryan (Eds.), *Teaching International Students: Improving Learning for All*. New York: Routledge.

- Jane Hemsley-Brown. (2006). Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing. *International Journal of Public Sector Management*, 19(4), 316 - 338.
- Jane V. Hemsley-Brown, I. O. (2006). Universities in a competitive global marketplace: a systematic review of the literature on higher education marketing. *International Journal of Public Sector Management*, 19(4), 316-338.
- Kingdom. *The International Journal of Educational Management* 13 (3), 126-134.
- Maringe, F., 2004. *Vice chancellors perceptions of university marketing: a view from Marketplace: A systematic review of the literature on higher education marketing. International Journal of Public Sector Management* 19 (4), 316-338.
- Maslach, C., Maslach, Christina. (1986). *Human services personnel; Burn out (Psychology); Job stress; Research; United States* (2 ed.): Consulting Psychologists Press (Palo Alto, Calif. 577 College Ave., Palo Alto 94306) .
- Mazzarol, T. (1998). Critical success factors for international education marketing. *International Journal of Educational Management*, 12(4), 163 - 175.
- Mazzarol, T., 1998. *Critical success factors for international education marketing.*
- Mitchell Ross, J.-G. H. (2007). Using the Value Discipline Strategy Typology to Describe Services Marketing Strategies. *2007 Australian and New Zealand Marketing Academy Conference - Reputation, Responsibility and Relevance - Conference Proceedings*, 660-668.
- Naude, P., Ivy, J., 1999. *The marketing strategies of universities in the United*
- Nicholls, J., Harris, J., Morgan, E., Clarke, K., Sims, D. . (1995). *Marketing higher education: the MBA experience. The International Journal of Educational Management*, 9(2), 31-38.
- Oplatka, I. (2004). Marketing informal education institutions in Israel: the centrality of

- customers' active involvement in service development. *International Journal of Educational Management*, 18, 417-424.
- Riding, R. & Rayner, S. (1999). *Cognitive styles and learning strategies: Understanding style differences in learning and behavior*. London: David Fulton Publishers.
- Rouhani. (1996). Foreign students at South African universities. *Journal of the Development Bank of Southern Africa (DBSA)*, 13(2), 287 - 298.
- Russell, M. (2005). Marketing education: A review of service quality perceptions among international students. *International Journal of Contemporary Hospitality Management*, 17(1), 65-77.
- Ryan, J. (2005). *Improving teaching and learning practices for international students: The International Journal of Educational Management* 12 (4), 163-175.
- Tim Mazzarol, G. N. S. (1998). Critical success factors for international education marketing. *International Journal of Educational Management*, 12(4), 163-175.
- Tim Mazzarol, G. N. S. (1999). Sustainable competitive advantage for educational institutions: a suggested model *International Journal of Educational Management*, 13(6), 287-300.
- Tim Mazzarol, G. N. S. (2002). "Push-pull" factors influencing international student destination choice. *International Journal of Educational Management*, 16(2), 82-90. *Universities in a developing country. Higher Education Review* 36 (2), 53-68.
- Vikram Singh, S. G. a. A. K. (2008). Evaluation of quality in an educational institute: a quality function deployment approach. *Educational Research and Review*, 3(4), 162-168.
- White, S. L. W. M. P. M. J. B. (1995). A Tax Perspective of Professional Services Marketing: The Acquisition of Customer Based Intangibles *Journal of Professional Services Marketing*, 12(1), 85-93.