

**PROMOTIONAL STRATEGIES AND DEMOGRAPHY
INFLUENCING THE DECISION OF INTERNATIONAL
STUDENTS TO ENROLL IN INTERNATIONAL PROGRAMS OF
PRIVATE UNIVERSITIES IN BANGKOK**



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Title: Promotional Strategies and Demography Influencing the
Decision of International Students to Enroll in International
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Abstract

Nowadays, the speed of development of technologies has increased in its use in the workplace. The people would like to improve themselves to also grow. There are a lot international programs in Thai universities, both private and public universities. Education in Thailand has continued with rapid growth over the past few years. Many universities have changed their course medium to study in English language in order to support the international students. The objective of this study was to investigate promotional strategies and demography which influences the decision of International Students who want to enroll in the International Programs of private Universities in Bangkok.

This research used quantitative methodology by using a questionnaire. The sample consisted of 420 respondents. The hypothesis was analyzed and the results were presented by descriptive statistics including frequency, percentage, means, standard deviation, independent t-test, ANOVA, and multiple regressions.

The results showed that the majority of respondents were male, aged between 21-30 years old. Their average family income per month ranged between 35,001-55,000 Baht. Most of the students came from Asia. They was Buddhist in religion. Most respondents had received information of promotional strategies through social media, mail order marketing, causes and charity and a customer referral incentive program respectively. Most of the students had never studied abroad before coming to study in Thailand. They knew the study information from a brochure. They also had relatives, family or friends who already lived in Thailand.

Keyword: International Student, Promotional Strategies, Demography, Decision, Private University, Bangkok

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CHAPTER 1

INTRODUCTION

In this chapter, the researcher will make some general overview about the research. This chapter consists of the statement of the problem, the objectives of the study, significance of the study, scope and limitations of the study, the conceptual framework, research hypothesis, and a definition of terms.

1.1 Statement of the Problems

Education has always been an essential part of a person's life. It is a basic necessity where the people of all nationalities go through and it often defines the development or growth of an individual towards his or her future. Due to that factor came the idea of this research project.

Nowadays, there is a rapid increase of the development of technologies to be used in the workplace. The people would like to improve themselves to grow. So, the education is necessary when self-improvement is in higher demand. If the people gain more knowledge, the more contribution that they can provide to their employers and the more chances to get a stable position and high salary or receive a promotion in the working place (Naumov, 2014).

Education is one of the most well-known references of personal achievement to all and can provide different things to people. The education degree has importance, and has influence, so education is indeed a significant factor to improve a person's life (Ricafort, 2010).

This research project presents a study of how the promotion strategies and student demography influences the decision of international students to enroll in international programs of private universities in Bangkok. There are many factors that directly and indirectly influence the student choices. Data was collected by using a questionnaire. An analysis revealed the influences which had an impact on the students.

Most of the universities in Thailand will be operated by the government, both local and private administrative councils. The education system in Thailand has been

separated into three stages before entrance into the university level of education, as follows: Kindergarten, Primary school, and High school.

To enter a university, the student must take the entrance examination that is created by the Ministry of University Affairs to select the qualified students to enter into public universities. Similarly, some private universities also require an application entrance examination also but that examination is created by their own faculty and administration.

The most common communication language and lectures in all schools in Thailand is undertaken in Thai language, because this is obviously the mother tongue of the country. The subject of English language is taught as a second language in all schools, starting from Grade 1 upwards. Also, English is used as a second language of instruction in international schools and university international programs

Nowadays, there are a lot international programs in universities throughout Thailand, both private and public universities. Below is a list of some samples of the universities that provide an international program.

Public Universities

- Burapha University International College, Chonburi.
- Chulalongkorn University
- Chiang Mai University International College
- Thammasat University
- Mahidol University International College (MUIC)
- Mae FahLuang University, Chiang Rai
- Srinakarinwirot University
- King Mongkut's University of Technology Thonburi
- King Mongkut's Institute of Technology, Ladkrabang
- King Mongkut's Institute of Technology, North Bangkok
- Kasetsart University International Studies Center
- Silapakorn University International College
- Ramkhamhaeng University Institute of International Studies
- Suan Sunandha Rajabhat University
- Asian Institute of Technology (AIT)

Private Universities

- Asian University, Chonburi
- Asia-Pacific International University, Saraburi
- Assumption University (AU/ABAC)
- Bangkok University International College
- Rangsit University International College
- Stamford International University
- Webster University Thailand
- Huachiew Chalermprakiet University
- Academia Italiana (Fashion and Design Institute)
- Raffles International College Bangkok
- Dusit Thani College
- St.John's University
- University of the Thai Chamber of Commerce
- Sripatum University
- Kasem Bundit University
- Mahanakorn University of Technology
- Shinawatra International University
- St.Theresa International College
- Siam University.

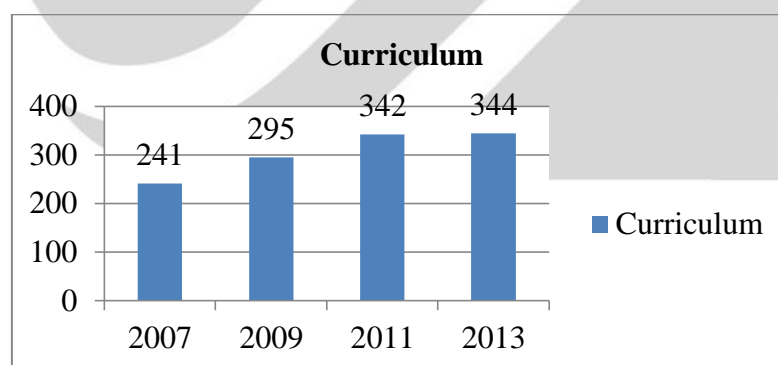


Figure 1.1 The number of Bachelor degree international curriculum that increases each year

Source: Aporn, K, 2012

From Figure 1.1 above, the international student population is one of the factors that contributes to the educational development of host institutions and host

destinations. The Office of the Higher Education Commission, Thailand (Aporn, K., 2012) reported that higher education institutions hosted 43,133 international students in 2014 and that had increased by 10% from the number in the previous year, in 2013. These numbers are also considered an important factor that make international students make the decision to select a university to study in Thailand. The curriculum continued to increase from 2007 which provided 241 curriculums, up to to 344 curriculums in 2013.

Table 1.1 The number of international students who enrolled on the Bachelor's degree in Thailand, separated by nationality

Rank	Country	Number
1	China	3,338
2	Myanmar	579
3	South Korea	362
4	Vietnam	263
5	Bhutan	239
6	Cambodia	229
7	United States	188
8	Nepal	180
9	Laos	158
10	India	143

Source: Aporn, K, 2012

Education in Thailand has continued in rapid growth over the past few years. Many universities changed their courses to study in English language to support the international students. The ASEAN Economic Community (AEC) will start in late 2015 or early 2016 and all the member countries have agreed that English will be the official language for business. Therefore, Thai education is highly valued and extremely important that it can hopefully attract more foreign students to study in Thailand. Thus, there were some research articles which had previously studied the factors of decision making and consumer behavior that related to the students but did not focus on strategies of a university on how they can attract the international students to study in Thailand. Furthermore this research project also has a specific

focus on promotional strategies and demography that influences the decision making of international students to enroll in international programs of private universities in Bangkok. The reason why the researcher of this project selected private universities was because these universities need to use strategies to support their own enrollment and demographic theory to understand the customer's characteristics. That is so important to the market because the universities can associate with customer needs and calculate the size of the market and which media that should be used to contact potential students. The results of this study will benefit the universities in Thailand in order to develop their strategies to find the students, both Thai and foreign students, to enroll in their courses. The research results will be officially handed to the concerned department of the university. This research will also benefit other interested parties or students who are interested in this field and would like to conduct further research by the use of this study as a source of reference.

1.2 Objectives

Referring to the statement of the problem, the research has these two main objectives, as follows:

1. To investigate promotional strategies which influence the decision of International Students who want to enroll in the International Programs of private Universities in Bangkok.
2. To investigate the demography of International Students which influence the decision of International Students who want to enroll in the International Programs of private Universities in Bangkok.

1.3 Significance of the study

The significance of this research project is shown as follows:

1. This research can be used for reference for any future related research.
2. This research purpose was to test the relationship between promotion strategies and the decision of international students to enroll in the international program of private universities in Bangkok. The private universities could use this research findings as reference for developing their strategies to attract the foreign students to enroll on degree courses at their universities.

Research Questions

This research aimed to study the promotional strategies and demography that influences the decision of international students to enroll in International Programs at private Universities in Bangkok. Thus, this study addressed the specific research question: *How do the promotional strategies and demography factors influence the decision of international students to enroll in International Programs at Private Universities in Bangkok?*

1.4 Scope and limitations of the study

The scope of this research intended to use the promotion strategies and demographic details to attract the international students to enroll into the international program of private universities in Bangkok. This research will explain the concept of promotion strategies and demographic theory. The population of this research was foreign students who had enrolled in the international program in private universities in Bangkok. The total number of the students used in this research was 420 people.

The limitations of the research, was that the researcher only studied the promotion strategies as the main factor. Whether this conclusion can be applied to other personal development at private universities in Bangkok needs some further verification.

1.5 Conceptual Framework

Independent Variables

Dependent

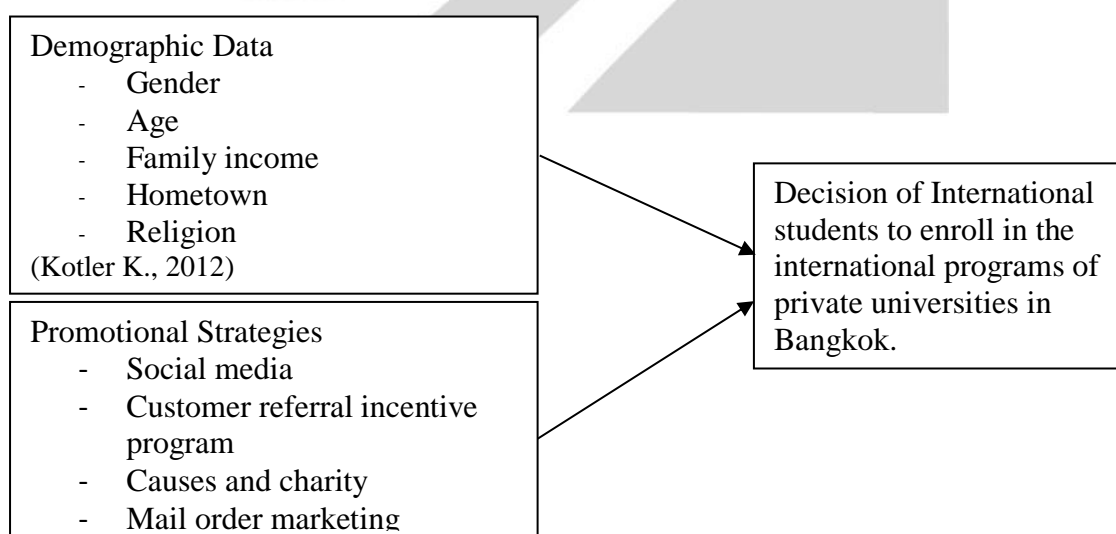


Figure 1.2 Conceptual Framework

1.6 Hypotheses

H1: Demography of International students

H1a: Gender has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H1b: Age has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H1c: Family income has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H1d: Hometown as has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H1e: Religion as has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H2: Promotional Strategies

H2a: Social Media has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H2b: Customer Referral Incentive Program has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H2c: After-Sale Customer Surveys has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H2d: Causes and Charity has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

H2e: Mail Order Marketing has an influence on the decision of international students to enroll in the International Programs of Private Universities in Bangkok.

1.7 Organization of the Report

This study thesis is divided into five chapters. The first chapter is the introduction, consisting of the background of the study, research questions, statement of the problem, the scope of the study, objectives of the study, significance of the study, organization of the report, conceptual framework and the definition of terms.

The second chapter is a review of the related theories, concepts, and literature. The third chapter is the theoretical framework, definition of variables, the operation of independent research hypotheses, dependent variables, and the specific research methodology. The fourth chapter presents the research findings and presents tables of the survey results and the last chapter will provide a conclusion, some further discussion and some recommendations for further research related to this topic.

1.8 Definition of terms

Private University

Private university is a university that does not operate under government control. This type of university is usually managed by a private organization under the condition that they need to follow the education regulations to establish the study curriculum and obtain approval from the government before opening the study classes and lectures (Brainchild, 2004: Online).

Public University

A public university is a university that operates under government control and in response by the general public (Wikipedia, 2015: Online).

International Student

An international student refers to a foreign national who studies at any local international university or at a university in another country by using a student visa (Wikipedia, 2015: Online).

Decision Making

The process of thinking that needs to decide and make a decision or judgment by using consideration before deciding (Peter and Olson, 2005).

Influencing Factors

These are the factors of an individual or group that effects the activity and influences the person or student in doing something (Ricafort, 2010).

Promotion strategy

Promotion is communicating to encourage customers to make the necessary use of the products or services on offer (Christopher L., and Jochen W., 2011: Online).

International Program

An International Program refers to the program that does not use the local language to teach in the classroom. This is an international studies curriculum that allows a foreign language as the medium for all instructions (Angene W., 1993).



CHAPTER 2

LITERATURE REVIEW

This research focused on the promotional strategies and demography that influence the decision of international students to enroll in International Programs of private Universities in Bangkok. This chapter reviews the theories, and previous literature covering research projects in this field and comprises of seven main parts, follows:

- 2.1 Marketing mix strategy
- 2.2 Promotional strategy
- 2.3 Demographic Theory
- 2.4 Decision making theory
- 2.5 Private university in Bangkok
- 2.6 Relevant previous research
- 2.7 Theory of influence between variables

2.1 Marketing mix strategy

Marketing mix strategy is the factor that influences a customer to buy a product. These strategies are known as the marketing mix, or 4Ps. This is generally used to explain the different kinds of choice for launching a product or service into the market. A marketing mix decision generally consists of four categories, hence the term 4Ps: product, place, price, and promotion.

The marketing mix became well-known since Neil H. Borden explained his original marketing mix theory. Borden began using this approach for his studies in the 1940s. James Culliton also explained about the marketing manager factor that was a part of the variables mixer. Borden's marketing mix included pricing, branding, distribution channels, personal selling, promotions, packaging, servicing, physical handling, plus fact finding and analysis. Later than that, McCarthy combined these factors into the four specific categories which nowadays are known as the marketing mix 4Ps as listed below in Figure 2.1: (McCarthy, 1960)

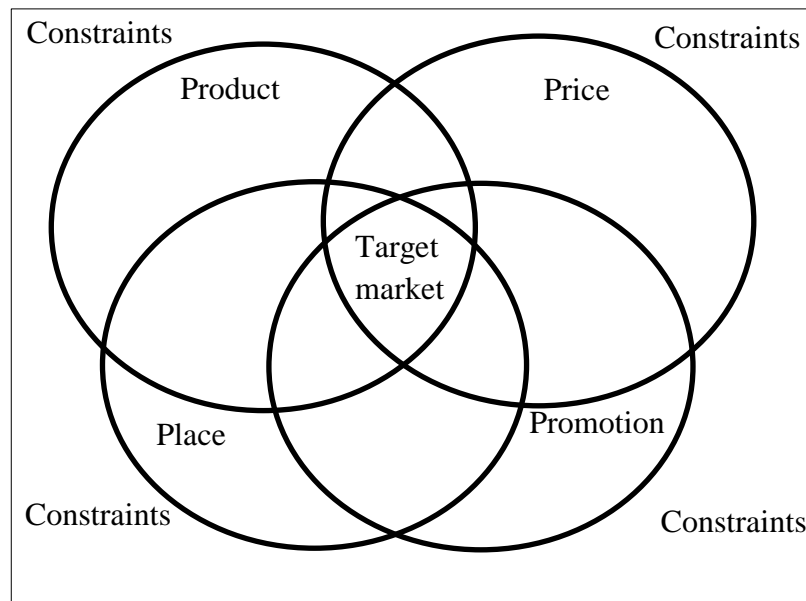


Figure 2.1 The 4Ps of marketing mix

Source: Net MBA, 2010.

From the above Figure 2.1, all of these factors of marketing mix are connected and related to each other. For example, if the pricing increases, demand of the product will usually decrease. The overall effect of the marketing mix results in the customer base which effects the products to improve.

These variables can be described as a modern marketing factor, such as people, process, programs, and performance. These additional variables can be explained in more details as described in the following:

People reflect part of internal marketing. The marketers must understand the consumers' behavior of the way that they need a product or service.

Processes reflect all the creativities, activities, and the way to create marketing management. Marketers should avoid unplanned activities and make sure that the art of marketing technique plays an appropriate role. The positive and efficient processes can benefit the long-term relationships between a customer and the company. Programs can reflect the consumer activities. Whether they are a system that can be used offline or online, these activities must be integrated to accomplish the objectives of the firm.

The performance means to set the target of expecting an outcome that includes both financial and nonfinancial aspects of the company.

However, these 4Ps actually apply to the organization, and if the manager thinks about the marketing approach, they will grow much faster with the rest of the company (Kotler, 2012).

But in this research, the researcher actually used the more updated 7Ps of marketing mix, because this is service marketing in the education field.

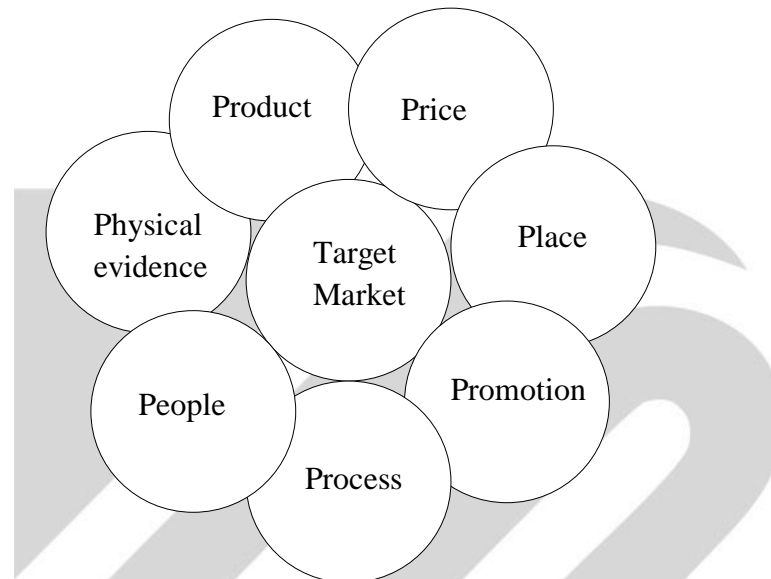


Figure 2.2 The 7Ps of marketing mix

Source: Christopher L., Jochen W, 2011

For service marketing, the decision involves 7 variables which are product, price, place, promotion, process, people, and physical evidence (Zeithaml V., Bitner M, and Gremler D., 2006:26).

For services marketing, the 7Ps is a marketing variable which is able to control which a company uses together in order to get effective results in marketing (Kotler, 1997:92).

These seven variables can be described in more detail, as follows:

1. Product

The product is the first variable in the marketing mix factor that is important because this is the first decision of the seller that needs to understand deeply before continuing the marketing plan. The product factor can be separated into three parts: 1) the core product; 2) the augmented product; and 3) the tertiary product. These product

decisions need to be made for the product decisions that will affect all the other variables of the 4Ps and 7Ps marketing mix (Kotler, 2001).

2. Price

The product pricing depends on many kinds of factors, such as the material cost, marketing cost, transportation cost and other costs. The most expensive cost comes from the material cost, the advertising and marketing. Many of these factors can change in cost all the time. So, if the variables change, that means that the price of the product has to be decreased or increased from the normal production stage.

Due to these factors, there are also having other things which need to be taken into consideration when setting on the pricing for a product. Competition from competitors is the best example. The company can reduce the price that is used for sales promotions for discounts to attract more customers. Thus, there are several pricing strategies that the company can decide to use in any promotion or discount together (Kotler, 2001).

3. Place

Place refers to the channel of products to sell. If this is a consumer product, it needs to be available in many places that are easy to sell products to customers, such as a convenience store, a grocery store or a local market. Thus, the product can be divided into many categories. If the product is in a Premium category product, it will be available only in some stores due to the higher price and specific product, such as selling only at a department store. The distribution channel is quite important with the selling place to sell a product, because distribution has a lot of effect on the profit from products. The most important factors of product distribution were the supply chain and logistics that are very important for the firm or company. The firm needs to have some efficient management of logistics and the supply chain plan for distributing the product (Perreault, Jr. and McCarthy, 2006).

4. Promotions

A promotion includes the marketing communication which can connect with and influence the customers to purchase the product or services and includes using a presenter to promote and explain the qualifications of the product or service on offer. Promotions depend on the product type, the objective of using it, and the level of pricing.

The promotions can affect the other variables of the price, product and place. If the promotions are effective, the company can gain more sales and make a profit. After the company gains more profit, the company might support the marketing manager in launching some new products (Perreault, Jr. and McCarthy, 2006).

5. People

Every time the company employees offer a service to a customer it makes an impression. The company should make sure that it holds a good service mind for the service presented to the customer by training the employees and having well-motivated staff to make the customer feel most satisfied. This can include providing after-sales support and on-going advice to employees (Kotler, 2001).

6. Process

The process in service business is making customers experience satisfaction such as providing good services, providing the information clearly to customers and training the service mind staff. The customers do not know the internal detailed process of running a business, so the company should run the service smoothly to the customer by providing staff some training to make sure all the employees gain a solid understanding on how to service the customer correctly and professionally (Kotler, 2001).

7. Physical evidence

The customer does not have much, if any, experience on how to use a product or service before, which can make them feel risky to use it. These uncertainties and feelings of concern can be resolved by helping customers to see what they bought. The company can provide trustful aspects for the company to keep its customer such as using a warranty card. The facilities environment, such as keeping it clean and positive decorations in the public area can also help to make customers feel comfortable and reliable with the company. The physical evidence is important to make the customer believe in the company and become long-term loyal customers (Kotler, 2001).

The Role of Marketing Mix in Strategy

Marketing mix is the main strategy while deciding to use it in an organization. It is the first consideration plan for a marketing manager to prepare a business plan,

because the marketing decision will also affect other factors and decisions. For example, the products segmentation, and the price can be decided. These decisions will affect the variables also.

This Marketing mix strategy helps the researcher understand the most effective way of marketing in each type of business which needs to analyze by being appropriate with the specific business. From this strategy, the researcher can explain each point as follows:

Product: In this research project, the product is the servicing of education at universities in Thailand. The researcher needed to understand education service, which is the first step before preparing an effective business plan.

Price: The price is the main factor that effects the expectation of a customer for receiving a good service.

Place: The specific location can affect the decision of customers to use services.

Promotion: The type of promotion can influence the customer to select a service. The researcher needed to find out the best way of promotion and demography that can influence the target customer(s) to enroll in an international program at a private university in Bangkok.

Process: As the service was education business, it was important to discover how the service can attract the customer to make them satisfied.

People: As the business was provided in the education service, the employees can make the customer to feel the most satisfaction, positive acceptance or feeling good with the service on offer.

Physical evidence: This can show the customer about the environment with both the external and internal parts of the building. The universities provide good accommodation to customers and provides enough to cover the number of users.

In this research project, the researcher mainly focused on promotions, only because this is an important tool to persuade the customers to know the products or services. Without this promotion, a business would lack any substantial growth because the products or services would have low visibility in the market. Therefore, the researcher thought that this was the most important part of P-promotion to

increase sales and run a business to growth and make brands become far more well known in the market.

2.2 Promotional Strategy

In this research, the researcher focused on the promotion strategy to do marketing and find the type of promotion strategy and demography that can influence the international student to enroll in the private universities in Bangkok. The nature of marketing communication is persuasive since it aims at influencing the consumer behavior in favor of the firm's offering. These persuasive communications are commonly called "Promotion," In the context of marketing, the concept of promotion refers to the applied communication used by marketers to exchange persuasive messages and information between the firm and its various prospective customers and general public. Marketing communication is the essential element of the promotion function of marketing. Effective marketing depends on the effective management of its promotion function. Effective promotion comes through effective communication (Sam, 2013). Successful promotion can increase sales and gain a more positive reputation. The promotion is the best way to make people know about the service on offer and clearly understand the feedback. Without the promotion, the university would not be able to know the market and make a lack of business growth because their university brands would have a rather low visibility in the market. The promotion strategy can provide many ways to create effective way as is detailed below:

Promotion is the technique that a company uses to introduce by describing about its products or services to customers. Once after identifying the target market, the company will have a good plan to focus on as a main target, but most businesses use a lot of ways to advertise, such as sales promotion, personal selling, and public relations to describe the product to promote their products or services. The popular ways to advertise are as listed below:

- Advertising
- Selling
- Sales Promotion
- Public Relations

Advertising.

Advertising is the way to attract customers to select the company product or service. The advertising should be planned by the marketing manager to promote the product or service to the customer. This can be beneficial to the company because the product or services will become popular and well known.

The objective of advertising is to promote a product or service and to increase the profit from sales. Thus, advertising aims to:

- Introduce the product brand name to the public.
- Create brand loyalty of the product.
- Educate and inform the public.
- Attract the customers to buy the product or service.

Developing effective advertising

Developing effective advertising can be described as a form of good advertising as noted in the following four responses:

Attention: It catches the eye or ear to make the customer interested in advertisements.

Interest: It is using the message or offering to make customers become interested in the product or the service.

Desire: It creates a desire to buy the product or using the service.

Action: It is an action of buying which leads to effective successful advertisement.

This research project deeply focused on five promotion strategies by selecting the strategy that was the most effective with education business, as follows:

- Social media

Social media marketing refers to the process to use applications to analyze the networks program. For example, Twitter is an application to let people share messages. Facebook is an application that allows for sharing status updates, photographs, share information concerning events and other activities. Instagram is an application that allows for sharing photographs (Christopher L., Jochen W., 2011).

- Customer referral incentive program

People already like to give referrals, which is a good way that a company gains benefit and the customer gains benefit too. The reward can be in commission or other forms of reciprocation (Hogan, Laura 2013).

- Causes and Charity

Charity Marketing is when a company affiliates themselves with charities to promote their businesses. This way can create more connection and make people know more about a business. People like to associate themselves with businesses that support causes. If the company always supports the charities, many people will know them better and support them in return (Fray, David, 2011).

- Mail Order Marketing

Mail Order Marketing is one of the most powerful marketing tools. The mail order marketing techniques will help the company make more money by promoting and selling products or services. Mail order is another choice of sending products to far away distances, where the customer cannot experience any inconvenience at a store to make a purchase. When ordering by mail, the customer learns about and views an item and its description through one or more types of media, either printed paper or electronic advertising, including catalogues, a website, direct mail, electronic catalogue, the radio, email, television, newspapers, magazines, and others (John D. Schulte, 1994).

Evaluating the effectiveness of your advertising

Evaluating effectiveness can help the business understand what customers want and be able to respond well. The simple way is if staff ask the customers how they know the company

From these promotion strategy details, the researcher can develop these strategies for using them in this research with an appropriate strategy. As the technology has mostly developed with high technology, the promotion nowadays can be provided in many ways by using technology. The researcher studied to use a promotion strategy with effectiveness that may help to understand the students more deeply of which factors affect their decision to enroll in an international program at private universities in Bangkok.

In this case, the researcher focused on five promotion strategies to find the factors that influence the international students to enroll in private universities in Bangkok.

Concerning social media, the researcher analyzed the way to promote via social media, including Facebook, Instragram, websites, or other advertising websites.

Due to the technology of smartphone that supports the mobile application and provides these social media, this was considered to be a good alternative way to undertake advertising.

Concerning the customer referral incentive program, the researcher focused on the strategy that used the relationship of friends or family to suggest the universities, then they will receive a reward from the universities promotion, such as a discount of tuition fees, a reward prize or a premium offer. This strategy was used in many universities, so these are the interesting and useful methods to use in marketing.

The causes and charity strategy is used by helping to support the charity that needs help. This strategy can promote the university very well, due to many people feeling that it is important to help other people. If the universities always support the charities, people will know the universities well and support them in return.

For mail order marketing, the researcher analyzed that most people have their own connecting ways, such as e-mail to receive any information. This is the easiest way to send and receive any details in a short time with the overall necessary details.

Key Considerations for Educational Marketing

From the educational marketing journal, 2010, it suggested five ways to do the marketing for education business. These are the five effective ways to gain more customers and obtain a very positive response. The details of the five ways are shown, as follows:

1. Making Easy.

The successful connected way is using a social media, such as a website or any mobile application that is designed specifically for the targeted audience. The websites can reflect the brand image. However, from those factors, it must update the needs of the relevant information accurately and quickly respond to any questions from customers.

2. Making Relevant. The important information of educational marketing must include topics and important issues, and also help customers when they have any questions.

3. Making Fresh. Many people are not interested in websites that do not provide accurate information due to being out of date. The universities need to update the

information by inviting potential students to subscribe to updated website information.

4. **Manage It.** A good quality educational marketing website needs to provide accurate information that customers need, including what information that customers expect to receive. The university can manage critical data in each function, both for customers and internal staff to manage information inside the university.

5. **Measure It.** The website can provide data to the customer. Website analysis and content data can help marketers to obtain the feedback of customers on product sales.

Sales Promotion

Sales promotion is included in a marketing plan, mostly short term, and designed to attract the customers to purchase the products or service (Kotler, 2012).

Advertising versus promotion

Sale promotion is set for expecting to increase product sales. Due to the many product brand increase in the market, the company has to attract the customer by using **promotions**.

The company tries to use more sales promotions to beat the competitors. The objective of using sales promotion is expecting to increase the price sensitivity (Kotler, 2012).

Establishing objectives

Sales promotion objectives generally derive from more basic marketing objectives for the products. For example, the objectives include encouraging the purchase of a larger sized unit, building a trial among non-users, and attracting product switchers away from competitors' brands (Kotler., 2012).

Selecting promotion tools

The marketing manager should have plans to focus on the type of the required market, sales promotion, conditions and each tool's cost effectiveness. The example of a main promotion tool is as follows:

Sample: To offer a free product by giving it personally to customers at a department store, or sending it to them by mail, or inviting customers to pick it up at the store.

Coupons: These are offered as a discount saving on the purchase of a specific product or purchase the next time by sending the coupon by mail, enclosed in other products or attached to them.

Price packs: These are offered to consumers for saving from the normal price of a product.

Premium: These are offered at a substitute product at low cost or free when the customer purchases a product.

Frequency program: This program saves the overall purchase in a reward point format to exchange the collected rewards in purchasing products or services.

Selecting trade promotion tools

Manufacturers awards money or free items or a discount to the trade to attract the retailer or wholesaler to carry the brand, to order more units, to promote the product or service brand, and to stimulate retailers and their sales clerks to push and promote the product into the market.

Selecting business and sale force promotion tools

Companies spend a great deal of money on sales to force promotion to become the market leader, reward the loyal customers, and motivate the seller.

Develop the program

In sales promotion planning, the marketing manager should select several types of media to promote their product or service.

Implementing and evaluating the program

The marketing manager must prepare and control plans that cover time and sell in a given time period for each promotion (Kotler, 2012).

2.3 Demographic Theory

The Demographic Theory can be divided into many factors, such as age, gender, size of family, income, marriage status, career, religion, generation, nationality, and social class. The demographic segmentation is significantly important to the market because a company can associate them with customer needs and study which type of the media that should be used with reaching the target audience of customers.

The marketer should pay attention to this demographic segmentation to segregate markets into many stages, which are explained as follows:

Age and life cycle stage: It is useful to identify what are the factors that a consumer wants and what skills can change with age, over time. Life stage: People in the same age of life cycle may undergo different experiences in their life stage, such as someone may have to take care of their old parents, or decide to buy new car.

Gender: Women and men have very different attitudes and are different in their behavior. For example, research has shown that women have far more complex thinking than men (Kotler, 2012).

Demographics of International Students

The characteristics of international students who would like to study in Thailand are an essential element to understand, when attracting customers. The students must apply for the student visa by preparing these steps, as follows:

1. Apply to the study program at the university where they expect to study
2. After the university accepts their application, the student will receive the formal acceptance letter
3. Apply for the education visa
4. The first one year visa is initially valid for only 90 days
5. After 90 days, the student needs to notify the immigration bureau (Dennis C., 1995).

2.4 Decision Making Theory

The decision making theory is about making decisions. Most management decisions are made in an environment of uncertainty and provide an orderly way of choosing among several alternative strategies when decisions are made under uncertainty or at some risk (Hansson, Sven Ove, 1994).

The Decision theory was the method for considering the best choice of action when there are a lot of alternative choices and it is not possible to know the final accuracy of each choice. It is difficult to know the effect such as unknown problems, but one should select the choice to solve the problems in business. The best example of one situation that can be explained concerns financial issues. This is an important decision that effects the profit or revenue and the cost or loss. For these important problems, it may be reasonable to consider first to select the best alternative that will

offer results in the highest profit or revenue, or lowest cost or loss, on the average, in the long run (Tryfos, Peter, 2001).

Using the easiest decision, means that any problems can be resolved by considering the alternative ways and the result for each choice, thinking of the effect of all choices. The alternative becomes more complex when these choices have very different results (Tryfos, Peter, 2001).

The new thinking decision theory has developed since the middle of the 20th century. This decision theory was developed to be used by researchers who identify themselves in many careers, such as economists, statisticians, psychologists, political and social scientists or philosophers. For example, of all these occupations, the political scientist is likely to study this theory for voting rules and other aspects of collective decision-making. A psychologist is likely to study the behavior of individuals in decisions, and a philosopher assesses the requirements for rationality in decisions that are made (Hansson, Sven Ove, 1994).

The researcher for this project used decision making theory to support other theories used together in this research. The decision making theory helped the researcher to understand clearly what factors that the customer will decide to select and what is the reason or reasons that they would choose the product or service.

2.5 Private university in Bangkok

English language education in Thailand

The use of English language in Thailand gradually developed from several foreign countries such as the Netherlands, Germany, the Scandinavian countries or the Philippines which use English language in communication. The Thai government had realized that the importance of English language as a major core subject should be taught in schools. Since 2005, schools are being supported to establish a bilingual curriculum so that many subjects are taught in English, and schools are encouraged to offer a more intensive English language program. Nowadays, the use of English in everyday life is so important in Thailand (SEAMEO, 2006).

Internationalization of English language

With the rapid growth and development of globalization, international relationships and communication among nations have highly increased. The concept

of internationalization supports the project to meet the expected demand of using English. Therefore, governments are promoting international education programs and support staff, lecturers and students to exchange programs with foreign institutions, all undertaken using English language as the medium.

International Programs have recently been widely supported to promote International Education in Thailand. As a result, the number of international programs taught at Thai Higher Education Institutions has increased considerably (Chinda, 2004).

Six Characteristics of International Programs:

Higher Education Institutions in Thailand that wish to offer International Programs should ensure that their programs possess the following characteristics to reflect the true aspect of international education:

- 1) Quality and Efficiency of the Program's Administration.
- 2) International Standard of Curriculum Structure.
- 3) Qualifications and diversities of faculty members.
- 4) International and cultural diversities of student bodies.
- 5) International academic learning environment
- 6) International standard facilities and services.

The difference between a public university and a private university

The Brainchild website had researched the topic of the difference between a public university and a private university. The results are shown as follows:

1. Tuition Fees

The most considerable factor about tuition fees is the huge difference between public and private universities, as it is much higher in a private university than a public university. This is because private universities need to service the student directly to students and alumni funding in order to operate the activities.

Most public universities and colleges were founded by state governments. The government has the policy to help the student to fund their studying in the public university which is why tuition is lower than at a private university.

Meanwhile, private universities do not receive funds from the government. They set the tuition fees at a higher rate that will cover all their services that are provided to the students. This means that the tuition rates are generally higher.

2. Number of Degrees

The difference of the number of degrees between private and public universities is based on their size and, therefore, the number of degrees they can offer. For private universities both the amount of degrees on offer and the number of students are much less than that at a public university. One example of a large public university is Ramkhamheang University, because they provide students the ability to study in every province of Thailand.

Students who want to select a variety of choices of major subject classes can find them in public universities. A private university offers a far smaller choice of majors. The academic courses may focus on different majors, such as some private universities may focus on the liberal arts or the fine arts, while public universities focus on engineering and computer science.

3. Class size

Class-size is another major difference. A private university tends to keep classes smaller than a public university, with easier access to professors. At public universities, over more than a hundred students may be enrolled in one class, especially in basic courses.

Private and public universities also have different demographics of the students. For example, suburban students tend to apply to the public universities that are nearest their home and they pay lower tuition fees. They do not want to enroll at a private university that is located in a specific location.

Private universities are also easier to apply to, for a student who wants to gain admission. In some instances, private universities have programs that automatically accept transfer students who have completed a certain level at another college or university, and there is no need to take an admission examination which occurs at public universities (Brainchild, 2004: online),

Benefits of attending a public university

- Tuition fees are cheaper than a private university.

- The curriculum may be slightly easier than what is offered at a private university

Drawbacks of attending a public university

- Public universities are not as expensive as private universities, but some companies will only focus on employing students who graduated from a private university.
- The larger size of public universities may distance the student from the lecturer, making them feel difficult to connect, and lack the ability to ask about the academic content directly from the lecturer.

Benefits of attending a private university

- Private universities have smaller class sizes, and more prestige than a public university.
- Private universities have a more diverse range of students than a public university, and students may feel more comfortable around a larger student population that it offers.
- Students build stronger, and more personal relationships with their professors and instructors, and the university offers special programs designed to increase communication. It is not uncommon for a university to arrange for professors to dine, correspond, and interact with students on a personal, friendly level.
- Private universities also have a significantly higher amount of extra-curricular activities and programs for students to participate in, which can develop a stronger sense of community amongst them.

Drawbacks of attending a private university

- The drawback of entrance to a private university is that it is far too easy in being accepted for admission.
- Tuition fees are not appropriate for lower-income students, although many universities offer financial aid packages to help, but at the end of the degree, the student will need to pay it back or, even if not, the student will need to follow the strict and specific conditions set by the university during their studies, to be able to maintain the funding.

Private universities, tend to be more prestigious and well-respected than public universities. Overall, the most important factor of a successful education is how well-suited the university is to the individual student's needs and career interests. Students should consider rating their ideal university's unique programs and course offerings before deciding on which university to attend (Brainchild, 2004: online).

2.6 Relevant previous research

Laddawan Jianvittayakit (2012) had studied the motivation factors of international students in choosing a foreign university: a case study on Mahidol University International College, (MUIC), located in Bangkok, Thailand. The purpose of the research was to determine whether motivation factors play an important role in international students' decision-making process to choose a foreign university to study. The results of the study showed that students significantly seek for international education experiences and an opportunity for them to increase their knowledge. This factor could be considered as an important market tool with some high potential. The attractiveness of studying the foreign students' destination is investigated in order to understand the important factors that influence the international students' choice of a specific foreign university. The characteristics of the country and the university are explored to have in-depth information of pull motivation factors in the decision-making process. Both the country attributes and university attributes are highly influential in motivating students to opt to study abroad and in attracting students to choose a certain destination. The country attributes are highly influential factors in selecting a destination country. Since Thailand has a very strong image and positive reputation as a favorable travel destination, this can be considered a competitive advantage of the country to attract various markets to choose Thailand as a destination country.

Natepanna Yavirach (2009) had studied a comparison of public and private universities in Thailand with reference to transformational leadership. The purpose was to analyze the reform in management and administration to develop organizational goals of accomplishment for higher education standards and effectiveness. Therefore, the study of leadership style in Thai universities would be required for understanding the leadership style that responds to the rapidly changing environment in higher education administration. Effective leadership is needed to

revitalize an organization and facilitate adaptation to a changing environment. Many public and private sector organizations were confronted with the need to change. The result of the study shows that leaders' behavior is a complex and controversial process that can be defined as influencing people to direct their efforts towards the achievement of some particular goals. In addition, many studies found the relationship between transformational leadership style and the organization's outcome and effectiveness, subordinates satisfaction, trust and team building.

Nattika Chuenkerdlarp (2006) had studied the survey of international students' satisfaction with studying at Assumption University in Thailand. The purpose was to find out international student's views about what are the important factors they considered when planning to study overseas, for either an Intensive English course with a higher education degree or the cheaper tuition fees in Thailand. Thailand has cheaper tuition fees when compared with other popular countries like Australia, the United States and the United Kingdom. This research project also wanted to find out why the students chose to pursue their Bachelor's degree at Assumption University while there were universities which provided the same kind of courses and the same or similar services. The research findings also showed the levels of satisfaction and dissatisfaction of international students towards the academic system, instructors, services, facilities and the environment of Assumption University. The results of the study showed that the respondents were satisfied with Assumption University at a high degree in terms of services, facilities, the academic system, the instructors and the general environment.

2.7 Theory of Influence between variables

One important factor when reviewing the literature was to consider the theories that might be used to search the questions in a research study. In quantitative research, researchers need to test theories and explain the answers to the questions. In a quantitative dissertation, there is a section covering the research proposal that might be used to present the theory for the study. In qualitative research, the use of theory is much more common. This type of research may generate a theory as the final result of a study and put it at the end of the project. In other qualitative studies, it may explain in the beginning what shapes the questions that the research team will ask. In mixed

methods research, researchers may use both test theories and generate other theories by using a technique for each variable.



CHAPTER 3

METHODOLOGY

The research focused on promotional strategies and demography that influence the decision of international students to enroll in International Programs at private universities in Bangkok. In this chapter, the methodology of the study consisted of six sections, which were as follows:

- 3.1 Sample and Population
- 3.2 Research Methodology
- 3.3 Data Collection
- 3.4 Data Analysis
- 3.5 Reliability
- 3.6 Validity

3.1 Sample and Population

To obtain the population of this study, the researchers specified the target population for this research with the international students who studied in a private university in Bangkok. Sampling units was appointed to be the international student who was already enrolled and studied in a private university in Bangkok from the list as follows:

Private Universities

- Assumption University (AU/ABAC)
- Bangkok University International College
- Rangsit University International College
- Stamford International University
- Huachiew Chalermprakiet University
- Siam University
- Dusit Thani College
- St.John's University
- University of the Thai Chamber of Commerce
- Sripatum University
- Kasem Bundit University

- Mahanakorn University of Technology

The reason that the researcher selected these 12 universities was because 9 from the 12 universities were ranked by ASTV as being the top ten of the best private universities in Thailand in 2014. The form of ranking was taken from webometrics (ranking agency from Spain). They evaluated the score by using several factors: presence 20%, openness 15%, impact 50%, and excellence 15%. Therefore, the researcher added three more universities that is not included in the official rank, which were Stamford International University, Dusit Thani College, and St.John's university due to these three universities also provided international program courses to students.

According to the formula of statistics (Vanichbuncha, 2002) the researchers obtained all the values. The researchers used 1.96 as Z value and 95% as confidence level. The sampling error is equal to 0.05. That means for this research project, every 95 out of 100 samples is a real population.

The Z-Value and Degree of Confidence (Haizer and Render, 2004) is as follows:

$$\begin{aligned} n &= (Z)^2 / 4*(e)^2 \\ n &= (1.96)^2 / 4*(0.05)^2 \\ &= 384.16 \end{aligned}$$

Where n is the sample size, z is the z value for the level of confidence chosen, and e is the allowable error.

Accordingly, the number of sample size from the calculation was not less than 385 units. So, the researcher selected 420 people by collecting 35 people each from the 12 private universities and the researcher used nonprobability sampling to select the sampling group at those universities during March 2015.

As the sample size was not less than 385 units and the target was from 12 universities, the researcher separated the questionnaire into the same amount and totally not less than 385 units, so the 35 sets of questionnaires in each university will have the amount of more than 385 units: (i.e. $35 \times 12 = 420$).

3.2 Research Methodology

This research project used the quantitative approach and descriptive research or statistical research to study frequencies, averages, and other statistical calculations. The researchers selected the international students who had enrolled on a course in a private university from 12 universities in Thailand to be the population studied. The researcher went to the target universities and if the foreign students walked past then the researcher requested them to do the questionnaire which was used to measure the relationship of promotion strategy and demography that influences the decision making to enroll in the international programs of private universities in Bangkok.

This data collection method of this research was a quantitative approach. Quantitative findings will help to answer the study objective in statistical form whereas qualitative research might help in understanding why decisions were made or corroborate the statistical findings.

The researchers used the survey method of collecting primary data from a selected population being studied and researched the problem in detail (Fowler, 1988).

The researchers distributed a total of 420 questionnaires for international students which were separated into groups of 35 questionnaires for each university, in a total of 12 universities. The secondary data provided the information of previous research in the specific context. This questionnaire consisted of three parts; first, the independent variables was demographic data of respondents. The second part was related to the dependent variables that was the promotion strategy. The third part was related to the factors that influenced the decision making to enroll in the international programs of private universities in Bangkok.

Variables in Quantitative Research

A variable is a characteristic of an individual or an organization that can be measured and that varies among the people or organization being studied (Creswell, 2007).

Variables in this research project included gender, age, income, status, plus attitudes and behaviors. These variables are described below in detail concerning the types of variables one can use and their scale of measurement (Isaac and Michael, 1981).

Variables have two distinct characteristics, which are a temporal order and their measurement, as detailed below:

Temporal order means that one variable effects another at the same time. Because of this time ordering, it is said that one variable affects or causes another variable, though a more accurate statement would be that one variable probably causes another (Rosenthal and Rosnow, 1991).

Independent variables are those that cause, influence, or affect outcomes.

Dependent variables are those that depend on the independent variables; they are the outcomes or results of the influence of the independent variables.

In this research project, the researcher used quantitative theory because the instrument of this research was a questionnaire that was easy to calculate and find the accurate results to this research. So, the researcher would focus on this method.

Placement of Quantitative Theories

In quantitative studies, with the objective of testing a theory rather than developing it, the researcher needs to collect data to test it, and reflects on its confirmed conclusion by the results. The deductive model of thinking used in a quantitative study is shown in Figure 3.1 below. The researcher tests or verifies a theory by examining the several hypotheses or questions derived from it (Creswell, 2007).

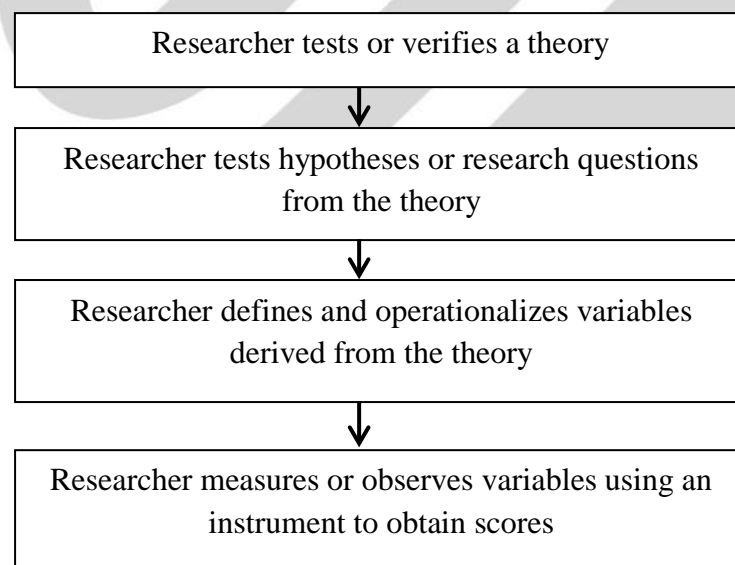


Figure 3.1 The Deductive Approach Typically Used in Quantitative Research

Source: Creswell, 2007.

This deductive approach to research in the quantitative approach has implications for the placement of a theory in a quantitative research study as noted in Table 3.2 below:

Table 3.1 Options for Placing Theory in a Quantitative Study

Placement	Advantages	Disadvantages
In the introduction	An approach often found in journal articles, it will be familiar to readers. It conveys a deductive approach.	It is difficult for a reader to isolate and separate theory from bas from other components of the research process.
In the literature review	Theories are found in the literature and their inclusion in a literature review is a logical extension or part of the literature.	It is difficult for a reader to see the theory in isolate from the scholarly review of the literature.
After hypotheses or research questions	The theory discussion is a logical extension of hypotheses or research questions because it explains how and why variables are related.	A writer may include a theoretical rationale after hypotheses and questions and leave out extended discussion about the origin and use of the theory.
In a separate section	This approach clearly separates the theory from other components of the research process, and it enables a reader to better identify and to understand the theory base for the study.	The theory discussion stands in isolation from other components of the research process and, as, such, a reader may not easily connect it with other components of the research process.

Source: Creswell, 2007.

Research instrument and Questionnaire

This study used the quantitative approach which uses the closed-ended questionnaire as a tool to collect the data of international students who studied at private universities in Bangkok that the researcher had selected from the list. Furthermore, the questionnaire complied with the data of personal demographics which complies with promotion strategy and demography that influence the decision of international students to enroll in international programs at private universities in Bangkok. This research had three parts of the questionnaire, as detailed below:

Part I: The questionnaire asked about the demographic data of the respondents, such as their gender, age, family income, hometown, ethnic group, and religion. This part used a nominal scale to answer the question.

Part II: The questionnaire asked about the opinion of the kind of promotion strategy such as social media, customer referral incentive program, cause and charity, and mail order marketing. This part used the interval scale (Likert scale) where five levels can be measured in terms of the level of opinion of the respondent.

Part III: The questionnaire asked about the opinion about the factors of decision making of international students to enroll in the international programs of private universities. This part also used the interval scale (Likert scale) in five levels.

The researcher used the rating scale of five levels of the Likert Scale (Bontum Kitpidaburisd, 1999:138) that can be measured in terms of the level of opinion as follows.

1 = Strongly disagree can be scored

2 = Disagree can be scored

3 = Neutral can be scored

4 = Agree can be scored

5 = Strongly agree can be scored

The researcher translates the results using the evaluation criteria to measure the opinions of the kind of promotion strategy. There are five levels of rating criteria to determine the average score. The researcher determined the average score by using the following formula (Ferguson George Andrew, 1976)

$$= (\text{Maximum} - \text{Minimum}) / \text{Interval}$$

$$= (5 - 1) / 5$$

$$= 0.80$$

Score level 4.20 – 5.00	means Strongly agree
Score level 3.40 – 4.19	means Agree
Score level 2.60 – 3.39	means Neutral
Score level 1.80 – 2.59	means Disagree
Score level 1.00 – 1.79	means Strongly disagree

The researcher collected data for this research by using these five steps, as follows:

1. Researcher studied the literature review of previous studies related to this research and important information for this specific research topic.
2. Researcher created questions related to the promotion strategy and demography that influence the decision of International students to enroll in International Programs at private universities in Bangkok.
3. Researcher presented to their advisor for checking the correct neutral level of the questionnaire and made any corrections based on the advisor's suggestion.
4. Researcher took the questionnaire to a chosen sample group to test the reliability of the questionnaire.
5. Researcher verified the integrity of the content of the questionnaire from three experts and analyzed the content and the statistical analysis.

3.3 Data Collection

In this research, the researcher used both primary and secondary data to collect information, as follows:

Primary data

It is necessary to collect a sufficient amount of research data in order to match with the scope of previous research studies. The first hand data was gathered by distributing 420 questionnaires (approximately 35 questionnaires for each university) and was proffered to the international students who were already enrolled and studied at a private university in Bangkok, at one in the following list:

- Assumption University (AU / ABAC): – 60 respondents
- Bangkok University International College: – 40 respondents
- Rangsit University International College: – 39 respondents
- Stamford International University: – 40 respondents

- Huachiew Chalermprakiet University: – 35 respondents
- Siam University: – 28 respondents
- Dusit Thani College: – 20 respondents
- St.John’s University: – 23 respondents
- University of the Thai Chamber of Commerce: – 40 respondents
- Sripatum University: – 30 respondents
- Kasem Bundit University: – 33 respondents
- Mahanakorn University of Technology: – 32 respondents

The researcher planned to collect the questionnaire from international students in each of the twelve universities that are listed above. Then, the researcher entered inside these universities and gave the questionnaires to the international students who studied at the private university who were the target sampling. It was necessary to add an extra 10% of the amount into the original sample size, just in case some questionnaires could not be returned to the researcher. Thus, the total of 462 questionnaires were planned to be distributed to respondents to execute a survey. The questionnaire consisted of three parts, described as follows:

Part 1: Demographic data of respondents, such as gender, age, family income, hometown, ethnic group, and religion.

Part 2: The kind of promotion strategy such as social media, customer referral incentive program, cause and charity, and mail order marketing.

Part 3: The factors of decision making of international students to enroll in the international programs of private universities.

Secondary data

Secondary data is second hand information, which is collected to support the theories, concepts, and information for this study. Secondary data is available or could be found from newspapers, magazines, the internet websites, and from previous studies which was collected from academic articles. There were three articles from previous studies in order to gain information to support the study of international student satisfaction and their decision to enroll to study at a private university in Thailand.

The articles that the researcher used were the survey of international students’ satisfaction with studying at Assumption University (Chuenkerdlarp, 2006).

Motivation factors of international students in choosing a foreign university: a case study on Mahidol University International College (Jianvittayakit, 2012).

A comparison of Public and Private Universities in Thailand with reference to transformational leadership (Yavirach, 2009).

3.4 Data Analysis

After collecting all the data, they were analyzed and summarized by using the data analysis program which includes the frequency, percentage, mean, Standard deviation (SD), Independent t-test, ANOVA, and multiple regressions.

In this research project, the researchers applied the data analysis program to analyze the data collected from the 420 questionnaires which gave the respondents some related questions about this article to identify the hypothesis and showed the objective analysis about the results.

For the detailed techniques, the researchers applied Frequency, Percentage to analyze the demographic factors, together with the Average mean, Standard deviation and Variance to analyze the general information or questions as detailed below:

Descriptive Statistics

The descriptive statistics were applied and used to analyze data from two parts of the questionnaire. Descriptive statistics will describe what the researcher observes in the sample numerically. The demographic variable (gender, age, family income, hometown, religion) will be described by being related to respondents in terms of frequency, percentage and standard deviation. The formula of these statistics would be (Zikmund, 2000), set in this manner:

$$\begin{aligned} \text{Percentage} &= \frac{\text{Number of collected data} * 100\%}{\text{Sampling size}} \\ \text{Mean} &= \frac{\text{Sum of the number of collected data}}{\text{Sampling size}} \\ \text{SD} &= \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}} \end{aligned}$$

Inferential Statistics for Hypotheses

In this research, the researcher used the method of hypothesis testing variations by using multiple regression and whether the data was strong enough to reject the hypothesis. There were two main categories of inferential procedures that were used in this research (t-test and ANOVA).

Zikmund (2000) explained that inferential statistics was a tool to make judgments or a decision for the target population by using selected samples. In this study, multiple regression was used to examine the relevant relationship between variables, and ANOVA was used to test the interdependence between dependent and independent variables.

Hypothesis test used the multiple regression with the significant level at 0.05 and ANOVA with a significant level at 0.05 or 5% level. A significant level is a critical probability associated with a statistical hypothesis test that indicates how likely it is that an inference supporting a difference between an observed value and some statistical expectation is true. If p-value is lower than the researcher's acceptable significant level, then the null hypothesis (H_0) is usually rejected and the expected hypothesis is supported.

ANOVA (Analysis of Variance) Oftentimes there are more than two groups that need to be compared. The purpose of ANOVA is to allow researchers to compare group means from several independent samples. In general, ANOVA procedures are generalizations of the t-test and it can be shown that, if one is only interested in the difference between two groups on one independent categorical (i.e. grouping variable), that the independent samples t-test is a special case of ANOVA (Keren and Lewis, 1979).

A one-way ANOVA refers to having only one independent grouping variable or factor, which is the independent variable. It is possible to have more than one grouping variable, but it is better to start with the simplest case. If one only has two levels of the grouping variable then one can simply conduct an independent samples t-test, but if one has more than two levels of the grouping variable than one needs to conduct an ANOVA. Since in this research project, there were far more than just two groups in ANOVA, the researcher needed to figure out a way to describe the

difference between all the means. One way to do this was to figure out the variance between the sample means because a large variance implies that the sample means differ a lot, whereas a small variance implies that the sample means are not that different. This method will provide a single numeric value for the difference between all the sample means (Keren and Lewis, 1979).

Multiple Regressions refer to an extension of simple linear regression. It is used when one wants to predict the value of a variable based on the value of two or more other variables. The variable the researcher wants to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable).

3.5 Reliability

The questionnaire used in this research was tested from the articles with $\alpha > 0.7$. Data gathered was analyzed using Cronbach's alpha using data analysis to determine the reliability of the data. The results showed the coefficient result at 0.893 which is more than the maximum limit of 0.70 thus, the survey result was considered to be fully reliable.

the IOC was between 0.6-1.0. Moreover, the total was 0.919 which is more than 0.5. It means that the content validity of the questionnaire was acceptable.

The experts who did the IOC test were as follows:

- | | |
|--------------------------------------|---|
| 1. Ajarn Kittiwat Watcharachatchawan | Lecturer |
| 2. Ajarn Luksananoi Puengrassamee | Lecturer |
| 3. Jason Valax | AU/ABAC (Assumption University Student) |

3.6 Validity

Item-Objective Congruence (IOC) was conducted to test the questionnaires validity. Two lecturers from a private university, and one international student were chosen as experts to conduct the IOC test.

CHAPTER 4

RESEARCH FINDINGS

This chapter shows the research findings, the interpretation and meaning of the results, and data analysis. This chapter is divided into four parts:

- 4.1 Demographic data results
- 4.2 The promotional strategies that influence decision making
- 4.3 The factors that influence decision making
- 4.4 Hypothesis testing results

4.1 Demographic data result

Demographic data of the respondents that was obtained from the questionnaires was analyzed and presented in the following tables.

Table 4.1 The demographic data classified by gender

Gender	Frequency	Percent
Male	249	59.3
Female	171	40.7
Total	420	100

Results from Table 4.1 revealed that the major group of the respondents' gender was male (59.3%), followed by female (40.7%).

Table 4.2 The demographic data classified by age

Age	Frequency	Percent
Less than 20 years old	83	19.8
21 - 30 years old	293	69.8
31 - 40 years old	37	8.8
41 - 50 years old	7	1.7
More than 50 years old	-	-
Total	420	100

Results from Table 4.2 revealed that the major group of the respondents' age was between 21-30 years old (69.8%), followed by less than 20 years old (19.8%), 31-40 years old (8.8%), and 41-50 years old (1.7%) respectively.

Table 4.3 The demographic data classified by family income per month

Family income per month	Frequency	Percent
Less than 35,000 Baht	146	34.8
35,001-55,000 Baht	208	49.5
55,001-60,000 Baht	57	13.6
60,001-65,000 Baht	8	1.9
More than 65,001 Baht	1	0.2
Total	420	100

Results from Table 4.3 revealed that the major group of the respondents' family income per month was 35,001-55,000 Baht (49.5%), followed by less than 35,000 Baht (34.8%), 55,001-60,000 Baht (13.6%), 60,001-65,000 Baht (1.9%), and more than 65,001 Baht (0.2%) respectively.

Table 4.4 The demographic data classified by hometown

Hometown	Frequency	Percent
North America	19	4.5
Asia	345	82.1
Africa	27	6.4
Europe	24	5.7
Australia	5	1.2
Other	-	-
Total	420	100

Results from Table 4.4 revealed that the major group of the respondents' hometown was Asia (82.1%), followed by Africa (6.4%), Europe (5.7%), North America (4.5%), and Australia (1.2%) respectively.

Table 4.5 The demographic data classified by religion

Religion	Frequency	Percent
Buddhist	253	60.2
Christian	52	12.4
Muslim	85	20.2
Catholic	20	4.8
Other	10	2.4
Total	420	100

Results from Table 4.5 revealed that the major group of the respondents' religion was Buddhist (60.2%), followed by Muslim (20.2%), Christian (12.4%), Catholic (a denomination within Christianity) (4.8%), and Other (2.4%) respectively.

4.2 The promotional strategies that influence decision making

Interpretation of measurement results to measure the level of promotional strategies that influence decision according to the separate five levels of the Likert scale is shown in the Table 4.6 below:

Table 4.6 Mean and standard Deviation of promotional strategies that influence decision

Marketing Mix	Mean	S.D.	Result
Social Media	4.43	0.854	Strongly agree
Customer referral incentive program	4.34	0.940	Strongly agree
Causes and charity	4.36	0.912	Strongly agree
Mail order marketing	4.41	0.682	Strongly agree
Total	4.39	0.847	Strongly agree

Results from Table 4.6 revealed that the promotion strategies that influence decision making level was strongly agree (mean = 4.39). When considering each factor, the results found that social media had the highest average level at 4.43, followed by mail order marketing at 4.41, causes and charity at 4.36, and customer referral incentive program at 4.34 respectively.

Table 4.7 Mean and standard Deviation of promotional strategies that influence decision by social media

Social Media	Mean	S.D.	Result
The university promotes the academic course by broadcasts on Youtube and Television.	4.40	0.875	Strongly agree
The university promotes their academic courses via Facebook.	4.45	0.854	Strongly agree
The university promotes their academic courses on the university website.	4.41	0.823	Strongly agree
The university promotes their academic courses by using a presenter via social media.	4.46	0.830	Strongly agree
The university promotes their academic courses by sending information from mobile applications.	4.46	0.847	Strongly agree
The university promotes their academic courses via popular's blogger.	4.41	0.895	Strongly agree
Total	4.43	0.854	Strongly agree

Results from Table 4.7 found that promotional strategies that influence decisions by social media was the level of strongly agree (mean = 4.43). When considering each factor, the results found that the university promotes their academic courses by using presenter's via social media and the university promotes their academic courses by sending information from mobile applications were both the same at average level (mean = 4.46), followed by the university promotes their academic courses via Facebook (mean = 4.45), the university promotes their academic courses via popular's blogger (mean 4.41), and the university promotes the academic courses by broadcasts on Youtube and Television division (mean = 4.40) respectively.

Table 4.8 Mean and standard Deviation of promotional strategies that influence decision by customer referral incentive program

Customer referral incentive program	Mean	S.D.	Result
The learning materials are satisfactory for students.	4.29	0.954	Strongly agree
The free electricity charge is available.	4.33	0.948	Strongly agree
The exam materials are well designed and suitable for the subject.	4.25	1.049	Strongly agree
The free of charge for a student who wants to change faculty.	4.32	1.007	Strongly agree
Get a special course before normal class starts.	4.48	0.827	Strongly agree
Get a discount of tuition fees if the student wants to study any subject in another course.	4.41	0.857	Strongly agree
Total	4.34	0.940	Strongly agree

Results from Table 4.8 found that promotional strategies that influence decisions by customer referral incentive program was at the level of strongly agree (mean = 4.34). When considering each factor, the results found that ‘get a special course before normal class starts’ was the most average level (mean = 4.48), followed by ‘get a discount of tuition fees if the student wants to study any subject in another course’ (mean = 4.41), ‘The free electricity charge is available’ (mean = 4.33), ‘The free of charge for a student who wants to change faculty’ (mean = 4.32), ‘The learning materials are satisfactory for students’ (mean = 4.29), and ‘the exam materials are well designed and suitable for the subject’ (mean = 4.25) respectively.

Table 4.9 Mean and standard Deviation of promotional strategies that influence decision by causes and charity

Causes and charity	Mean	S.D.	Result
This study program was introduced by your friend that studied here.	4.48	0.819	Strongly agree
You were guided to study here by your relative.	4.43	0.853	Strongly agree
You selected to study here because of a suggestion from your parent.	4.38	0.889	Strongly agree
You got a suggestion to study here from your high school.	4.37	0.912	Strongly agree
The university offered a discount of tuition fees if you get introduced to study here from your friend.	4.25	0.994	Strongly agree
Your teacher suggested you to study here.	4.26	1.007	Strongly agree
Total	4.36	0.912	Strongly agree

Results from Table 4.9 found that promotional strategies that influence decisions by causes and charity was at the level of strongly agree (mean = 4.36). When considering each factor, the results found that ‘this study program was introduced by your friend that studied here’ was the highest average level (mean = 4.48), followed by ‘you were guided to study here by your relative’ (mean = 4.43), ‘you selected to study here because of a suggestion from your parent’ (mean = 4.38), ‘you got a suggestion to study here from your high school’ (mean = 4.37), ‘Your teacher suggested you to study here’ (mean = 4.26), and ‘the university offered a discount of tuition fees if you get introduced to study here from your friend’ (mean = 4.25) respectively.

Table 4.10 Mean and standard Deviation of promotional strategies that influence decision by mail order marketing

Mail order marketing	Mean	S.D.	Result
The university promotes academic courses by sending e-mail.	4.36	0.851	Strongly agree
The university accepts course applications by email.	4.33	0.915	Strongly agree
The university always sends academic news to students by both mail and e-mail.	4.35	0.924	Strongly agree
The university always sends any important documents or textbook to students by mail or email free of charge.	4.46	0.779	Strongly agree
The university provides internal email to their students.	4.56	0.628	Strongly agree
Total	4.41	0.682	Strongly agree

Results from Table 4.10 found that promotional strategies that influence decision by mail order marketing was at the level of strongly agree (mean = 4.41). When considering each factor, the results found that ‘the university provides internal email to their students’ was the highest average level (mean = 4.56), which was followed by ‘the university always sends any important documents or textbook to students by mail or email free of charge’ (mean = 4.46), and then ‘The university promotes academic courses by sending e-mail’ (mean = 4.36), ‘The university always sends academic news to students by both mail and e-mail’ (mean = 4.35), and finally ‘the university accepts course applications by email’ (mean = 4.33) respectively.

4.3 The factors that influence decision making

The factors that influence decision making of respondents obtained from the questionnaires was analyzed and presented in the following tables.

Table 4.11 The factors that influence decision making no.1

What do you think about Thai education?	Frequency	Percent
Good	91	21.7
Fair	300	71.4
Needs to improve	29	6.9
Total	420	100

Results from Table 4.11 revealed that the major group of factors that influence decision making about the opinion of Thai education, 300 people thought that it was Fair (71.4%), followed by Good by 91 people (21.7%), and Needs to improve by 29 people (6.9%) respectively.

Table 4.12 The factors that influence decision making no.2

How did you obtain information about the program?	Frequency	Percent
Friend	21	5.0
Brochure	106	25.2
Website	98	23.3
Any social media	65	15.5
The university website	44	10.5
Family	27	6.4
Other	59	14.0
Total	420	100

Results from Table 4.12 revealed that the major group of factors that influence decision making in the way that students obtain information about the program found the highest average was 106 from a brochure (25.2%), followed by 98 from a website (23.3%), 65 from any social media (15.5%), 59 from other (14.0%), 44 from the university website (10.5%), 27 from family (6.4%), and 21 from friends (5.0%) respectively.

Table 4.13 The factors that influence decision making no.3

Why did you choose to study in Thailand?	Frequency	Percent
Tuition Fees were cheap	7	1.7
Facilities were good	21	5.0
Someone's advice	42	10.0
Cheaper cost of living in Thailand	122	29.0
Other	228	54.3
Total	420	100

Results from Table 4.13 revealed that the major group of factors that influence decision making in the reason of choosing to study in Thailand, found the highest average was 228 other reason (54.3%), followed by 122 cheaper of cost of living in Thailand (29.0%), 42 from someone's advice (5.0%), and 7 of tuition fees were cheap (1.7%) respectively.

Table 4.14 The factors that influence decision making no.4

Do you think that the Thai education has a good study program when you compare it with other universities around the world?	Frequency	Percent
Good	249	59.3
Fair	171	40.7
Needs to improve	-	-
Total	420	100

Results from Table 4.14 revealed that the major group of factors that influence decision making of personal opinion about Thai education as a good study program when compared with other universities around the world, the respondents who chose good were 249 people (59.3%), and fair was 171 people (40.7%).

Table 4.15 The factors that influence decision making no.5

What do you think about the cost of living in Thailand?	Frequency	Percent
Too Expensive	101	24.0
Expensive	197	46.9
Reasonable	74	17.6
Cheap	46	11.5
Total	420	100

Results from Table 4.15 revealed that the major group of factors that influence decision making with the opinion about the cost of living in Thailand, 197 people thought the cost of living in Thailand was expensive (46.9%), followed by 101 thought that the cost of living in Thailand was too expensive (24.0%), 74 thought it was reasonable (17.6%), and 46 thought it was cheap (11.5%) respectively.

Table 4.16 The factors that influence decision making no.6

What do you think about the tuition fees at an International University in Thailand?	Frequency	Percent
Too Expensive	110	26.2
Expensive	226	53.8
Reasonable	49	11.7
Cheap	35	8.3
Total	420	100

Results from Table 4.16 revealed that the major group of factors that influence decision making concerning the opinion of tuition fees at an International University in Thailand, 226 people thought that it was expensive (53.8%), followed by 110 people thought that it was too expensive (26.2%), 49 people thought that it was reasonable (11.7%), and 35 people thought that tuition fees were cheap (8.3%) respectively.

4.4 Hypothesis testing result.

H1: Demography of International Students

H1a_o: Gender has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1a_a: Gender has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.17 Independent t-Test for H1a

Variable	Gender	n	Mean	SD	F	Sig.
	Male	249	2.51	0.425	0.175	0.676
	Female	171	2.66	0.412		

*Significant at or below 0.05 level

From Table 4.17 the result testing were significant at 0.676, which is higher than 0.05. Thus, it shows that this hypothesis will accept H_o that gender has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1b_o: Age has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1b_a: Age has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.18 ANOVA analysis for H1b

Variable	Age	n	Mean	SD	F	Sig.
	Less than 20 years old	83	2.60	0.488	0.418	0.740
	21-30 years old	293	2.57	0.410		
	31-40 years old	37	2.51	0.395		
	41-50 years old	7	2.61	0.458		
	More than 50 years old	-	-	-		

*Significant at or below 0.05 level

From Table 4.18 the result testing were significant at 0.740, which is higher than 0.05. Thus it shows that this hypothesis will accept H_o that age has no influence

on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1c_o: Family income per month has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1c_a: Family income per month has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.19 ANOVA analysis for H1c

Variable	Family income per month	n	Mean	SD	F	Sig.
	Less than 35,000 Baht	146	2.56	0.459	1.266	0.283
	35,001-55,000 Baht	208	2.59	0.407		
	55,001-60,000 Baht	57	2.50	0.375		
	60,001-65,000 Baht	8	2.75	0.541		
	More than 65,001	1	2.0	0.000		

*Significant at or below 0.05 level

From Table 4.19 the result testing were significant at 0.283, which is higher than 0.05. Thus, it shows that this hypothesis will accept H_o that family income per month has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1d_o: Hometown has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1d_a: Hometown has influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.20 ANOVA analysis for H1d

Variable	Hometown	n	Mean	SD	F	Sig.
	North America	19	2.51	0.298	3.001	0.018
	Asia	345	2.55	0.429		

Table 4.20 ANOVA analysis for H1d (Cont.)

Variable	Hometown	n	Mean	SD	F	Sig.
	Africa	27	2.82	0.388		
	Europe	24	2.59	0.370		
	Australia	5	2.76	0.641		
	Other	-	-	-		

*Significant at or below 0.05 level

From Table 4.20 the result testing were significant at 0.018, which is less than 0.05. Thus, it shows that this hypothesis will reject H_0 so hometown has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1e₀: Religion has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H1e_a: Religion has influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.21 ANOVA analysis for H1e

Variable	Religion	N	Mean	SD	F	Sig.
	Buddhist	253	2.55	0.423	1.017	0.398
	Christian	52	2.53	0.352		
	Muslim	85	2.61	0.452		
	Catholic	20	2.69	0.450		
	Other	10	2.70	0.537		

*Significant at or below 0.05 level

From Table 4.21 the result testing were significant at 0.398, which is higher than 0.05. Thus, it shows that this hypothesis will accept H_0 that religion has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

H2: Promotional Strategies

H2a: Social Media has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.22 Analysis of promotional strategy for H2a

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	0.837	6	0.140	0.768	0.000
Residual	75.042	413	0.182		
Total	75.879	419			

*Significant at or below 0.05 level

From Table 4.22 Hypotheses results from using multiple regression statistics were significant at 0.596, which is less than 0.05. Thus, it shows that social media has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.23 Multiple Coefficient of Determination of H2a

R	R ²	Adjust R ²
0.146	0.127	0.230

*Significant at or below 0.05 level

From Table 4.23, adjust R squared (R²) can explain that the variable has 23% of the variation in the dependent variable which has an influence on the decision.

Table 4.24 Multiple regression analysis of H2a

	B	Std.Error	Beta	T	Sig.
(Constant)	2.615	0.235		11.138	0.000
Youtube	0.025	0.025	0.052	1.026	0.000
Facebook	0.030	0.025	0.060	1.190	0.000
Website	0.013	0.026	0.025	0.480	0.000
Presenter's social media	0.011	0.026	0.022	0.430	0.001
Mobile application	0.035	0.025	0.071	1.425	0.000
Blogger	0.003	0.023	0.006	0.113	0.015

*Significant at or below 0.05 level

From Table 4.24 the results show that six independent variables which significantly correlate with a decision by the social media factor. These variables were Youtube (B=0.025), Facebook (B =0.030), website (B = 0.013), presenter's social media (B =0.011), mobile application (B =0.035), and blogger (B =0.003).

H2b: Customer Referral Incentive Program has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.25 Analysis of promotional strategy for H2b

	Sum of Squares	df	Mean Square	F	Sig.
Regression	16.127	6	2.688	18.578	0.000
Residual	59.752	413	0.145		
Total	75.879	419			

*Significant at or below 0.05 level

From Table 4.25 Hypotheses results from using multiple regression statistics were significant at 0.000, which is less than 0.05. Thus, it shows that customer referral incentive program has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.26 Multiple Coefficient of Determination of H2b

R	R ²	Adjust R ²
0.223	0.175	0.331

*Significant at or below 0.05 level

From Table 4.26, adjust R squared (R²) can explain that the variable has 33.10% of the variation in the dependent variable which has an influence on the decision.

Table 4.27 Multiple regression analysis of H2b

	B	Std.Error	Beta	t	Sig.
(Constant)	1.853	0.172		10.804	0.000
Friend	0.197	0.021	0.442	9.384	0.000

Table 4.27 Multiple regression analysis of H2b (Cont.)

	B	Std.Error	Beta	t	Sig.
Relative	0.018	0.022	0.041	0.827	0.000
Parent	0.032	0.020	0.078	1.561	0.000
High school	0.003	0.020	0.007	0.142	0.000
Discount	0.017	0.023	0.032	0.730	0.000
Teacher	0.027	0.022	0.055	1.236	0.000

*Significant at or below 0.05 level

From Table 4.27 the results show that six independent variables which significantly correlate with a decision by customer referral incentive program. These variables are suggestion by a friend (B =0.197), suggestion by a relative (B =0.018), suggestion by a parent (B =0.032), suggestion by a high school (B =0.003), get discount in tuition fees from a friend's suggestion (B =0.017), and suggested by a teacher (B =0.027).

H2c: Causes and Charity has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.28 Analysis of promotional strategy for H2c

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	0.679	6	0.116	0.638	0.000
Residual	75.181	413	0.182		
Total	75.879	419			

*Significant at or below 0.05 level

From Table 4.28 Hypotheses results from using multiple regression statistics were significant at 0.699, which is less than 0.05. Thus, it shows that cause and charity has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.29 Multiple Coefficient of Determination of H2c

R	R ²	Adjust R ²
0.103	0.225	0.121

*Significant at or below 0.05 level

From Table 4.29, adjust R squared (R^2) can explain that the variable has 12.10% of the variation in the dependent variable which has an influence on the decision.

Table 4.30 Multiple regression analysis of H2c

	B	Std.Error	Beta	t	Sig.
(Constant)	2.589	0.200		12.940	0.000
Join charity	0.025	0.026	0.048	0.962	0.011
Support an activity	0.002	0.025	0.004	0.088	0.000
Helping society	0.020	0.025	0.042	0.794	0.000
Charity activity	0.019	0.025	0.041	0.761	0.000
Charity management	0.025	0.023	0.059	1.111	0.000
Scholarship	0.001	0.021	0.003	0.065	0.001

*Significant at or below 0.05 level

From Table 4.30 the results show that six independent variables which significantly correlate with decision by causes and charity. These six variables were joining a local charity (B =0.025), supporting an activity (B =0.002), helping society (B =0.020), charity activity (B =0.019), Charity management from the student (B =0.025), and a scholarship (B =0.001).

H2d: Mail Order Marketing has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.31 Analysis of promotional strategy for H2d

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.935	5	0.187	1.032	0.000
Residual	74.944	414	0.181		
Total	75.879	419			

*Significant at or below 0.05 level

From Table 4.31 Hypotheses results from using multiple regression statistics were significant at 0.398, which is less than 0.05. Thus, it shows that mail order

marketing has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.

Table 4.32 Multiple Coefficient of Determination of H2d

R	R ²	Adjust R ²
0.223	0.212	0.245

*Significant at or below 0.05 level

From Table 4.32, adjust R squared (R²) can explain that the variable has 24.50% of the variation in the dependent variable which has an influence on the decision.

Table 4.33 Multiple regression analysis of H2d

	B	Std.Error	Beta	t	Sig.
(Constant)	2.402	0.232		10.350	0.000
Sending e-mail	0.044	0.025	0.089	1.781	0.000
Accept applications by email	0.018	0.024	0.038	0.748	0.000
Academic news by email	0.030	0.023	0.065	1.282	0.002
Sending a textbook by email	0.005	0.027	0.009	0.172	0.000
Internal email	0.021	0.033	0.031	0.631	0.000

*Significant at or below 0.05 level

From Table 4.33 the results show five independent variables which significantly correlate with decision by mail order marketing. These variables were sending an academic course by email (B =0.044), accepting applications by email (B =0.018), receiving academic news by email (B =0.030), sending a textbook by email (B =0.005), and providing internal email (university email) (B =0.001).

Table 4.34 Summarize the hypotheses results

Hypothesis	Significant	Result
H1a ₀ : Gender has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.676	Accept H ₀

Table 4.34 Summarize the hypotheses results (Cont.)

Hypothesis	Significant	Result
H1b _o : Age has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.740	Accept H _o
H1c _o : Family income per month has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.283	Accept H _o
H1d _a : Hometown has influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.018	Reject H _o
H1e _o : Religion has no influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.398	Accept H _o
H2a: Social Media has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.000	influence
H2b: Customer Referral Incentive Program has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.000	Influence
H2c: Causes and Charity has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.000	Influence
H2d: Mail Order Marketing has an influence on the decision of international students to enroll in the International Programs of private universities in Bangkok.	0.000	Influence

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the summary of the results of the study of promotional strategies and demography influencing the decision of international students to enroll in International Programs of private universities in Bangkok. This chapter uses all the information that the researcher has collected and analyzed and will discuss and offer recommendations of some future research in this specific field of studies. This chapter contains the main topics as follows:

5.1 Summary of the Study

The main objective of this study was to investigate promotional strategies which influence the decision of international students to enroll in the International Programs of private universities in Bangkok and to investigate the demography of international students which influence their decision to enroll in the International Programs of private universities in Bangkok. The subject of this research was limited to international students only. The number of the sample used was 420 respondents who were enrolled in an international program and were asked to answer the questionnaire.

The instrument of this study was a questionnaire which consisted of three parts: Part I: The respondent's personal information, Part II: Promotional strategies that influenced the decision of international students to enroll in the international programs of private universities in Bangkok. Part III: The factors that influenced the decision of international students to enroll in the international programs of private universities in Bangkok.

The procedure of this study was the direct survey approach. The questionnaires were distributed to respondents to be analyzed by using the Data Analysis program.

5.2 Summary of the Findings

Personal data of the respondents

The international students at twelve chosen International Universities in Bangkok were both male and female but the number of male students was higher than

that of females. There were altogether 420 respondents participating in this survey. 249 were male and the remaining 171 were female. Most of the respondents were at an age between 21-30 years old. The family income per month was between 35,001-55,000 Baht. Most of the students came from Asia. They were Buddhist in their religion.

Promotional strategies that might have influenced the decision of international students to enroll in the international programs of private universities in Bangkok were assessed.

Most respondents had received information of promotional strategies by social media, mail order marketing, causes and charity and customer referral incentive program respectively. The details of each factor can be explained below.

For the social media, most respondents thought that the university promotes their academic courses by using a presenter via social media and the university promotes their academic courses by sending information from mobile applications. These factors both had the same average level

For mail order marketing, most respondents thought that the university provides internal email to their students, so this factor was the highest average level.

For causes and charity, most respondents thought that the university always joined a charity if they needed help, so this was the highest average level.

For customer referral incentive program, most respondents thought that to get a special course before the formal class started was the most average level.

The factors that influence decision making

Most of the students had never studied abroad before coming to study in Thailand. They knew about the study information from a brochure, followed by a general website. The students chose to study in Thailand because of many reasons that were outside what was included in the questionnaire. They had either a relative, family member or a friend who was already living in Thailand. Most of the students thought that the cost of living in Bangkok was expensive and the tuition fees of an International Program was expensive too.

The limitations of the research included the fact that the research only studied the promotion strategy factors. Whether this conclusion can be applied to other personal development of private universities in Bangkok needs further verification.

The limitation concerning the respondents who did the questionnaire was that the researcher could not predict the age of the respondents. In fact, some were older than other students in the Bachelor's degree. Also, the different gender can show the different cognition. This was related with the research that explained that gender and age are among the variables that affect decision making, or rather, that allow one to establish individual differences. The fact is that decisions are affected by personal belief systems and involve the characteristics that differentiate between the sexes, although these beliefs may be based on questionable criteria (Maria, 2007).

5.3 Conclusion and discussion

The overall results of this research study of international students can bring results to be discussed as follows.

From the research, the results found that promotion strategies influence the decision of international students to enroll in International Programs at private universities in Bangkok. That is at the level of 'agree' concerning social media, mail order marketing, causes and charity, and customer referral incentive program respectively.

Social media: Nowadays social media has the most effect with many organizations marketing to promote their products or services via social media such as Facebook, Instagram, WhatsApp, Line, etc. Most of the respondents answered that the university promotes their academic courses by using a presenter via social media and the university promotes their academic courses by sending information from mobile applications. From this research, it was found that the presenter has an affect to promote the university especially if that presenter studies in the university, they can attract their followers to enroll in that university too. The university should create the university mobile application to support for users who want to get any information about the university. This related to previous research by Jianvittayakit (2012) who studied the motivation factors of international students in choosing a foreign university: a case study on Mahidol University International College (MUIC) in Bangkok. The result of the study showed that students significantly seek for international education experiences and gain the opportunity for them to increase their knowledge. The students were interested to study in Thailand due to Thailand having

a very strong image and positive reputation as a favorable travel destination. They got to know the details from social media that made them become interested to choose Thailand as a destination country to study in.

Concerning, mail order marketing, whether the university provides internal email to their students was the highest average level. Many international students feel great appreciation to use their personal e-mail that was created by the university because they give importance to the university and they think that the university can send any news or information to every student without missing someone. So, this was considered to be the best option, by providing internal email to all students. Then, the study material was also noted as being so important too, especially if the university sends it to students via email with no charge or fee, this will be an advantage.

For causes and charity, the university always joined a charity if they needed help. This can create a very positive impression for many people who join the charity. The university supports the students when they have activities, so, in this way, can attract many students who always participate in the activities of the university. If the university gives a scholarship to a poor student who has good academic grades to support the intelligent students, then this way can promote the university too.

For the customer referral incentive program, when considering each factor then this study program was introduced by a friend who had studied at the university was the highest average level, followed by 'you were guided to study here by your relative,' 'you selected to study here because of a suggestion from your parent,' 'you got a suggestion to study here from your high school,' 'Your teacher suggested you to study here,' and 'the university offered a discount of tuition fees if you got introduced to study here from your friend.'

Most of the foreign students who study in a private university in Thailand had come to Thailand as the first country to continue their studying. They studied until high school in their home country. Then they became interested to continue studying abroad, so they obtained information from a brochure that the university provided at a university booth in the education exhibition. The most common reason for international students who chose the university in Thailand was because the private university was famous and the tuition fees were not too expensive. The environment is good to study in and relax in after class and also including over the weekend. Many

students already knew someone who lived in Thailand, such as friends, a relative, or family member who could introduce them to select the universities. Due to the foreign student selecting to study in private universities, that effects then financially with tuition fees and everyday expenses, which were considered to be quite expensive for them, for everyday use.

Overall, in discussion, all the respondents agreed and were against the research analysis results from several previous studies. The different results included such issues as tuition fees. From previous research results, the foreign students generally thought that the education tuition fees in Thailand was cheaper than in other countries, such as the United States or the United Kingdom. However, nowadays, many universities in Thailand have increased the tuition fees to be higher and nearly the same as with other countries. Beyond that, the overall results showed that many respondents were satisfied with the international program from international private universities in Thailand.

This research result was also related to previous research undertaken by Chuenkerdlarp (2006) that studied the survey of international student satisfaction with studying at Assumption University in Bangkok. The results of the study showed that the respondents were satisfied with Assumption University at a high degree in terms of services, facilities, academic system, instructors and the environment. This can show that any facilities from the university that are provided to students is very important to attract international students to choose any university as their academic destination.

5.4 Recommendations

Recommendations from this study come directly from the results of studying the promotional strategies and demography influencing the decision of international students to enroll in International Programs at private universities in Bangkok. The best promotional strategies to promote the universities would be using social media to reach the students who want to find the university to continue their studies. The university should provide many channels to support students if they want to obtain any information. Social media is the most beneficial way to reach many people in every age group.

From the demographic data, the results showed that many foreign students were not as rich and wealthy as was previously assumed. But, they believe in Thai education and they want to come to Thailand for learning both academic studies and including the Thai culture. If the universities establish too much expensive tuition fees, some students cannot pay and the university will lose those students. Most of the student respondents in this research project came from Asia, so the local money currency is not too much different, and many respondents thought that the tuition fees at private international universities in Thailand was expensive.

Recommendation for further research

The further research should study the related factors of the marketing mix (4Ps) to influence decision making for foreigners to study in Thailand, at both the public or private school or university. Further research can aim to understand, compare and contrast the factors that affect students' decision making process.

Moreover, the future study should cover all students, both Thai and International students as well, in order to realize the key variables that affect decision making in both positive and negative ways.

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APPENDIX A
SURVEY QUESTIONNAIRE

Questionnaire

“Promotional Strategies Influencing the Decision of International Students to enroll in
International Programs of Private Universities in Bangkok.”

Notification

This questionnaire is a part of a thesis conducted for the requirement of a Master’s Degree in Business Administration of the Stamford International University. The information acquired from this questionnaire will be confidentially kept and used for academic purpose only.

Part I The respondent’s personal Information

Please check (/) to the extent that you agree with the following items

1. Gender?

<input type="checkbox"/> Male	<input type="checkbox"/> Female
-------------------------------	---------------------------------
2. Age?

<input type="checkbox"/> Less than 20 years old	<input type="checkbox"/> 21-30years old
<input type="checkbox"/> 31-40 years old	<input type="checkbox"/> 41-50 years old
<input type="checkbox"/> More than 50 years old	
3. Family income per month?

<input type="checkbox"/> less than 35,000Baht	<input type="checkbox"/> 35,001-55,000 Baht
<input type="checkbox"/> 55,001-60,000 Baht	<input type="checkbox"/> 60,001-65,000 Baht
<input type="checkbox"/> More than 65,001	
4. Where is your hometown?

<input type="checkbox"/> North America	<input type="checkbox"/> Asia
<input type="checkbox"/> Africa	<input type="checkbox"/> Europe
<input type="checkbox"/> Australia	<input type="checkbox"/> Other
5. What is your religion?

<input type="checkbox"/> Buddhist	<input type="checkbox"/> Christian
<input type="checkbox"/> Muslim	<input type="checkbox"/> Catholic
<input type="checkbox"/> Other	

Part II The promotional strategies that influence decision of International students to enroll in the international programs of private universities in Bangkok.

Please check (/) to the extent that you agree with the following items

No.	The promotional strategies that influence decision of International students to enroll in the international programs of private universities in Bangkok.	Agreement level				
		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1)
1. Social Media						
1	The university promotes the academic course by broadcast on Youtube.					
2	The university promotes their academic course via Facebook.					
3	The university promotes their academic course university website.					
4	The university promotes their academic course by using presenter's via social media.					
5	The university promotes their academic course by sending from mobile application.					
6	The university promotes their academic course via popular's blogger.					
2. Customer referral incentive program						
7	This study program was introduced by your friend that studied here					
8	You were guided to study here by your relative.					
9	You selected to study here because of suggestion from your parent.					

No.	The promotional strategies that influence decision of International students to enroll in the international programs of private universities in Bangkok.	Agreement level				
		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1)
10	You were got suggest to study here from your high school.					
11	The university offer discount of tuition if you get introduced to study here from your friend.					
12	Your teacher suggested you to study here.					
3. Causes and charity						
13	The university always join the charity if their need help.					
14	The university supports the student when they have activities.					
15	The university has the activities that join with the charity to help social.					
16	The university promotes their academic course via Charity activity.					
17	The university support student to establish the university's charity and manage by student.					
18	The university gives the scholarship for poor student but have good grade.					
4. Mail order marketing						
19	The university promote academic course by sending e-mail.					
20	The university accepts course application by email.					

5. What do you think about the cost of living in Thailand?

Too Expensive

Expensive

Reasonable

cheap

6. What do you think about the tuition fee of International University in Thailand?

Too Expensive

Expensive

Reasonable

cheap





APPENDIX B
ITEM – OBJECTIVE CONGRUENCE

Item-Object Congruence (IOC)

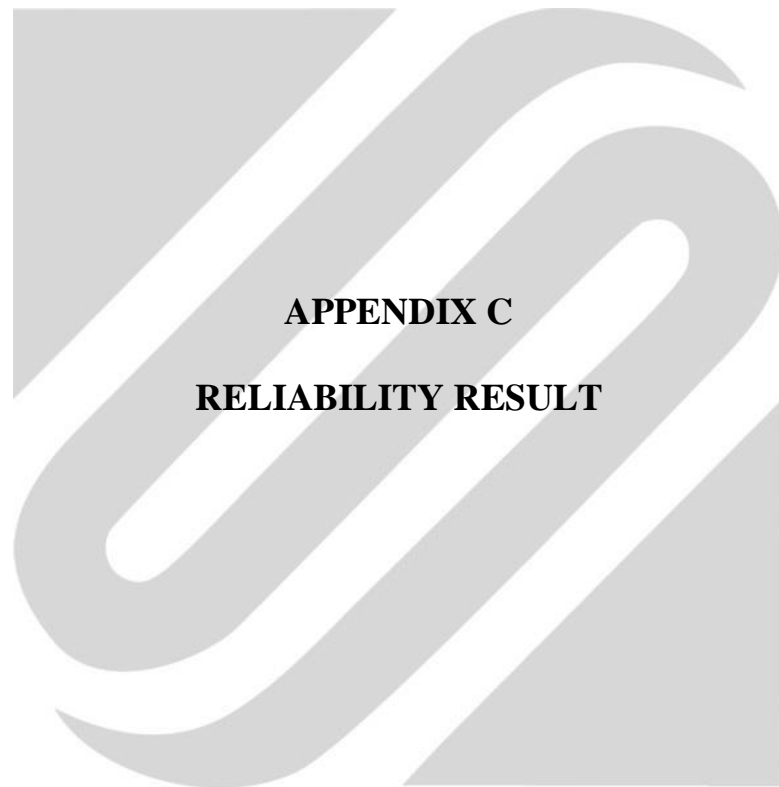
Questionnaire

“Promotional Strategies and demography influencing the Decision of International Students to enroll in International Programs of Private Universities in Bangkok.”

Number	Details	Expert Person			
		1	2	3	Result
Demographic Data					
1	Gender	1	1	1	1
2	Age	1	1	1	1
3	Income	1	1	1	1
4	Hometown	1	1	1	1
5	Religion	1	1	1	1
Promotional Strategies					
6	The university promotes the academic course by broadcast on Television division.	1	1	1	1
7	The university promotes their academic course via Facebook.	1	1	1	1
8	The university promotes their academic course university website.	1	1	1	1
9	The university promotes their academic course by using presenter’s social media.	1	1	1	1
10	The university promotes their academic course by sending from mobile application.	1	0	1	0.67
11	The university promotes their academic course via popular’s blogger.	1	1	1	1
12	The learning materials are satisfactory for students.	1	1	1	1

Number	Details	Expert Person			
		1	2	3	Result
13	The free electricity charge is available.	1	0	1	0.67
14	The exam materials are well designed and suitable for the subject.	1	1	1	1
15	The free of charge for student who want to change faculty.	1	1	1	1
16	Get special free course before class start.	1	1	0	0.67
17	Get discount of tuition fee if the student want to study any subject in other course.	1	0	1	0.67
18	The university always join the charity if their need help.	1	1	1	1
19	The university supports the student when they have activities.	1	1	1	1
20	The university has the activities that join with the charity to help social.	1	1	1	1
21	The university promotes their academic course via Charity activity.	1	0	1	0.67
22	The university support student to establish the university's charity and manage by student.	1	1	1	1
23	The university gives the scholarship for poor student but have good grade.	1	1	1	1
24	The university promote academic course by sending e-mail.	1	0	1	0.67
25	The university accepts course application by email.	1	0	1	0.67
26	The university always sending academic news to students both mail and e-mail.	1	1	1	1

Number	Details	Expert Person			
		1	2	3	Result
27	The university always sends any important documents or textbook to students by mail or email with free of charge.	1	1	1	1
28	The university provide internal email to their students.	1	1	0	0.67
Factors influencing the decision making					
29	Have you ever studied abroad at any level or program before?	1	1	1	1
30	Where did you obtain information about the program?	1	1	1	1
31	Why did you choose to study in Thailand?	1	1	1	1
32	Do you have any relative, family, or friends in Thailand?	1	1	1	1
33	What do you think about the cost of living in Thailand?	1	1	1	1
34	What do you think about the tuition fee of International University in Thailand?	1	1	1	1



APPENDIX C
RELIABILITY RESULT

The reliability test result by each variable

Question Number	Cronbach's Alpha if item deleted
1	0.895
2	0.893
3	0.894
4	0.894
5	0.891
6	0.893
7	0.895
8	0.892
9	0.895
10	0.893
11	0.894
12	0.893
13	0.894
14	0.891
15	0.892
16	0.893
17	0.893
18	0.894
19	0.891
20	0.892
21	0.893
22	0.894
23	0.893
24	0.895
25	0.894
26	0.891
27	0.892
28	0.892
29	0.893

The reliability test result by each variable (Cont.)

Question Number	Cronbach's Alpha if item deleted
30	0.893
31	0.895
Total 31 items	0.893





APPENDIX D
LIST OF EXPERT

LIST OF EXPERT

NAME	POSITION
Ajarn Kittiwat Watcharachatchawan	Assumption University Lecturer MBA Lecturer for CRM (Customer Relationship Management)
Ajarn Luksananoi Puengrassamee	Kasem Bundit Lecturer for MBA in subject of Accounting
Jason Valax	ABAC Student (MBA Student)

BIOGRAPHY

NAME	Miss Jantana Dechsupa
DATE OF BIRTH	06 March 1987
EDUCATION	
2014-2015	Master's Degree of Business Administration, Stamford International University
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