Abstract

Project Title: Factors influencing Chinese students choosing to study

                       at Universities in Muang Chiang Mai

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This study aims to investigate the behavior of Chinese students and push & pull factors towards choosing studies at different Universities in Chiang Mai. 73 Chinese students in Payap University, Chiang Mai University and Chiang Mai Rajaphat University participated in this study. Simple random samplings were adopted in data collection process.

The results highlighted that most respondents are females (71.2%). The average ages between ages 18 years to 20 years (52.1%). More than half of the respondents' families have more than one child (52%). Surprisingly, nearly 43% of the respondents' parents are peasants and do not have a stable job. As result, 45.2% of the families' monthly income is lower than 4,000 Yuan.

Majority of respondents are enrolling in bachelor degree (75.3%), followed by Master degree (24.7%). Among all these students, over half of respondents only plan

to finish their bachelor including master (57.5%). While the remainders plan to further enrolling in Master degree (34.3%) and PhD (8.2%).

In terms of push & pull factors, it was found that most respondents wanted to gain oversea study ($\bar{x}$ =4.63) followed by good relationship between China and Thailand ($\bar{x}$ =3.986).

In terms of quality education, the respondents see that the degrees offered by different universities in Chiang Mai are well recognized by Chinese government ($\bar{x}$ =4.23).

It is recommended universities in Chiang Mai should provide good services for Chinese students. Part of the reasons is because the Chinese students acknowledge the quality and reputation of degrees offering at different Universities in Chiang Mai. In addition, many Chinese students are interested in learning Thai language. Universities in Chiang Mai are suggested to build more distributional channels for accessing different courses.