



# AN INVESTIGATION INTO STUDENT PREFERENCES FOR PURSUING HIGHER EDUCATION IN FOREIGN UNIVERSITIES IN SELECTED COLLEGES AT COIMBATORE CITY

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## INTRODUCTION

International education refers to education that transcends national borders by the exchange of people, by students travelling to study at an international branch campus, as part of a study abroad program or as part of a student exchange program. It is a comprehensive approach to education that intentionally prepares students to be active and engaged participants in an interconnected world. The International Baccalaureate defines the term according to criteria such as the development of citizens of the world in accordance to culture, language, and social cohesion, building a sense of identity and cultural awareness, encouraging recognition and development of universal human values, encourage discovery and enjoyment of learning, equip students with collectivist or individualistic skills and knowledge that can be applied broadly, encourage global thinking when responding to local situations, encourage diversity and flexibility in teaching pedagogies and supply appropriate forms of assessment and international benchmarking.

Foreign education has gained immense popularity in recent years, as more and more students seek academic opportunities beyond their home countries. This trend can be attributed to several factors, including the desire for a broader cultural experience, exposure to diverse perspectives, and access to high-quality educational institutions. Many students believe that studying abroad not only enhances their academic

knowledge but also equips them with valuable life skills, such as independence and adaptability. The globalization of education has made it easier for students to explore a wide range of programs and destinations, from renowned universities in the United States and the United Kingdom to emerging educational hubs in Asia and Europe. As a result, foreign education has become a transformative experience that not only expands one's horizons but also opens doors to a global network and a competitive edge in the job market.

Furthermore, the benefits of foreign education extend beyond the academic sphere. Students who study abroad often gain a deeper understanding of different cultures, languages, and global issues, fostering a more interconnected world. Additionally, the exposure to various teaching methods and approaches helps students develop critical thinking, problem-solving, and adaptability, making them more well-rounded individuals. The global perspective acquired during international education can be a significant asset in an increasingly interconnected and multicultural world, shaping future leaders and professionals who are capable of addressing complex global challenges. In conclusion, foreign education offers not only a world-class academic experience but also a transformative journey that shapes individuals and prepares them for a dynamic and interconnected global society.

### **OBJECTIVES OF THE STUDY**

The following are the major objective of this study:

1. To analyze the socio-demographic factors of respondents.
2. To determine the reason for choosing foreign education
3. To determine the problems faced in selective education in abroad.
4. To analyze the opportunity available for them to study in abroad.

### **SCOPE OF THE STUDY**

This study aims to investigate the preferences, motivations, and challenges faced by students from selected colleges in Coimbatore when considering higher education opportunities abroad. The increasing trend of students opting for higher education in foreign universities has raised important questions about the factors influencing their choices.

### **RESEARCH METHODOLOGY**

Research methodology is the systematic way to solve the research problem; it is how research is done scientifically. It consists of different steps that are generally adopted by the researcher to study the research problem along with logic behind them. It is necessary for the researcher to develop certain steps.

#### **Area of Study:**

The survey for the purpose of this study was taken among the college students of Coimbatore city.

**Period of Study:**

The study period of this study range from June 2023 to November 2023

**Sampling Techniques:**

The sampling techniques used for the study is stratified random sampling. It is a type of profitability which involves the sample being drawn from the population which is close to hand.

**Sample Size:**

A sample of 120 respondents is selected using convenience sampling technique.

**Data Source:**

There are two types of data.

- **Primary data:**

The primary data has been collected from the respondents by issuing structured questionnaire to the respondents.

- **Secondary data:**

The secondary data has been collected from various journals, internet, magazines, etc.

**TOOLS USED FOR ANALYSING THE DATA**

- Simple Percentage Analysis
- Weighted Average Method

**LIMITATION OF THE STUDY**

- The area of the study is limited only to Coimbatore city.
- The population of this study is small with the sample size of 120.
- Indian students who have taken a loan abroad when they were NRIs [non- residentIndia] can return the same upon coming back to India under LRS.

**ANALYSIS AND INTERPRETATION OF THE STUDY SIMPLE PERCENTAGE ANALYSIS**

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

**Formula to calculate percentage analysis:**

Number of Respondents Percentage analysis =  $\frac{\text{Number of Respondents}}{\text{Total no. of respondent}} \times 100$

Total no. of respondent

S.NO	VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
01.	GENDER OF THE RESPONDENTS	Male	51	42%
		Female	69	58%
02.	AGE OF THE RESPONDENTS	18 – 20	62	52%
		20 – 25	52	42%
		25 – 30	4	4%
		Above 31	2	2%
03.	PREFERENCE OF THE RESPONDENTS TO EDUCATIONAL STATUS	PG Graduate	11	9%
		Ph. D.	4	3%
		Professional Degree	4	4%
		UG Graduate	101	84%
04.	RESPONDENTS FROM COLLEGES	Dr. N.G.P Arts and Science College PSG	59	49.2%
		College of Arts and Science PSGR Krishnammal	22	18.3%
		College for women	28	23.3%
		Sri Ramakrishna college of Arts and Science	11	9.2%
05.	MONTHLY INCOME OF THE RESPONDENTS	Below 50,000	48	40%
		50001-100000	40	33%
		100001-150000	19	16%
		Above 150001	13	11%
06.	NATURE OF THE FAMILY	Nuclear family	39	33%
		Joint family	81	67%

07.	PLACE OF THE RESPONDENTS	Rural	43	36%
		Semi-Rural	10	8%
		Urban	38	32%
		Semi-Urban	29	24%
08.	LEVEL OF EDUCATION	Master Degree	90	75%
		Professional Degree	14	12%
		Ph.D.	14	11%
		Others	2	2%
09.	PRIMARY MOTIVE FOR CHOOSING FOREIGN EDUCATION	Career advancement	46	38%
		Change of career or field	20	17%
		Personal development	41	34%
		Research and academia	13	11%
10.	COUNTRY TO PREFER FOR FOREIGN EDUCATION	USA	36	30%
		Canada Germany	45	37.5%
		Australia	12	10%
		Others	3	2.5%
			24	20%
11.	AREA OF FACTORS MOSTLY HELPED YOU IN FOREIGN EDUCATION	Family	41	34%
		Friends and Relatives	47	38%
		Social Media	28	23%
		Others	4	5%
12.	FINANCIAL ASSISTANCES FOR FOREIGN EDUCATION	Educational Loan	50	41.7%
		Merit Scholarship		
		Personal Resources	30	25%
		Others	39	32.5%
			1	0.8%

13.	FACTORS INFLUENCE TO CHOOSE FOREIGN EDUCATION	Communication factors	59	49.17%
		Location factors	40	33.33%
		Social factors	21	17.5%

### Source: Primary Data Inference:

The Table Shows that Majority (58%) of the respondents are Female. Majority (52%) the respondents are belongs to Age 18-20. Majority (84%) of the respondents for foreign Education are Under Graduates. Mostly (49.2%) of the respondents belongs to Dr. N.G.P. Arts and Science College. Mostly (40%) of the respondents belongs to Monthly Income below Rs.50000.

Majority (67%) of the respondents belongs to Joint Family. Mostly (36%) of the respondents belongs to Rural area. Majority (75%) of the respondents prefers to Master degree. Mostly (38%) of the respondents choose Career Advancement as Primary Motive. Mostly (37.5%) of the respondents prefer Canada for Foreign Education. Mostly (38%) of the respondents influenced by Friends and Relatives. Mostly (41.7%) of the respondents getting Financial Assistances from the Educational Loan. Most of the respondents ranked better education as their first preference over Foreign Education.

### WEIGHTED AVERAGE METHOD WITH RANKING

Weighted average may be defined as the average whose component items are being divided by the total sum of their Weight instead of the sum of the items.

Weighted Arithmetic Mean:  $\bar{x}_w = \frac{\sum wx}{\sum w}$

XW - Represents the weighted arithmetic mean V - Represents the Variables.

W - Represents the weight attracted to the variable X

## 14. PREFERENCE TOWARDS FOREIGN EDUCATION

Factors	No. of Respondents					Total	Mean score	Rank
	SA	A	N	D	SD			
Better education	68(5)	36(4)	6(3)	3(2)	7(1)	515	34.03	I
Employment opportunities	35(5)	72(4)	6(3)	2(2)	5(1)	491	32.73	II
Recognition of status	32(5)	35(4)	46(3)	2(2)	5(1)	475	31.66	III
To gain advanced knowledge	37(5)	44(4)	14(3)	16(2)	9(1)	444	29.06	IV
For those who speak foreign language	24(5)	54(4)	18(3)	13(2)	11(1)	427	28.46	V
For socio economic and for travel expenses	29(5)	43(4)	21(3)	9(2)	18(1)	416	27.73	VI

Source: Primary data

### INTERPRETATION

The above table Most of the respondents ranked better education as their first preference over Foreign Education.

### FINDINGS

- Majority (58%) of the respondents are Female.
- Majority (52%) the respondents are belongs to Age 18-20.
- Majority (84%) of the respondents for foreign Education are Under Graduates.
- Mostly (49.2%) of the respondents belongs to Dr. N.G.P. Arts and Science College.
- Mostly (40%) of the respondents belongs to Monthly Income below Rs.50000.
- Majority (67%) of the respondents belongs to Joint Family.
- Mostly (36%) of the respondents belongs to Rural area.
- Majority (75%) of the respondents prefers to Master degree.
- Mostly (38%) of the respondents choose Career Advancement as Primary Motive.
- Mostly (37.5%) of the respondents prefer Canada for Foreign Education.
- Mostly (38%) of the respondents influenced by Friends and Relatives.

- Mostly (41.7%) of the respondents getting Financial Assistances from the Educational Loan
- Most of the respondents ranked better education as their first preference over Foreign Education.
- Most of the respondents ranked the desire to learn more about other cultures and traditions as the first factor influencing their choice of institutions.
- Most of the respondents ranked getting passport and visa approval as the first problem they perceived they faced during Foreign Education.
- Most of the respondents ranked institutional support as their first intention for doing Foreign Education.
- Most of the respondents ranked exploring a new environment as the first benefit they perceived to have been achieved during Foreign Education.
- Most of the respondents ranked absorbing and adopting foreign culture as the first opportunity available in terms of Foreign Education.

### **SUGGESTION:**

- The students residing in rural area may be given more orientation programs and provoking thoughts of foreign education.
- The students having less family income may be provided with more merit scholarships and primary support in perusing foreign education.
- Awareness about consultancy fraudulent should be increased to support foreign education.
- The students may be trained to get coordinated with different cultural practices.
- The students may be encouraged to pursue foreign education by offering to provide jobs in foreign country.

### **CONCLUSION:**

In today's era, the foreign education has become more significant to get job opportunities in reputed countries. Further foreign education attracts the students who prefer more knowledge about cultural practice and language of different foreign countries. It enables the students to develop their creativity and entrepreneurial skills. Foreign education provides an opportunity for the students to gain sophisticated view of the world. The chance of making cross- cultural friendship further supports the growth of foreign education. The great chance of gaining life experience is the major influence of career choice.

On the other hand, there are also various problems and obstacles associated with foreign education. The major problem in foreign education are associated with financial factors which can be rectified by having more merit and scholarship opportunities.



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