

# **Theoretical framework for analyzing International students' expectation and consumer satisfaction in an International University**

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# STUD

Study to create the theoretical framework to research the expectations of international students who travel abroad to study in International Universities. Students expectations vary from place to place and university to university. Different nationalities have different expectations. Satisfaction depends largely on the students perception of their expectations.



# International University

University that is funded either by government or privately with a differentiation from regular universities.

Most International universities teach in a commonly used international language.

Most International universities cater to an international student body.



International

Students

Students from different countries.

Students who travel to other countries to continue their higher education.



# Purpose of the

# Study

review and analyze past and present literature regarding international students' satisfaction.

Students being the most important stakeholder it is important to understand their concept of expectation and satisfaction to remain competitive in the higher education market.

Students coming from different countries nurture different expectations when choosing their higher education institute.

Similar to their expectations their satisfaction level is also very different.



# Research

## Questions

What are the expectations that International students have when joining a university for higher education?

How do these expectations vary from student to student based on their nationality?

How do these students perceive consumer satisfaction on completion of their education?



# erature eview

International students are valued in  
y international university not just  
their monetary contribution but  
o for the rich cultural mix they  
ng to the environment of the  
iversity.

ese international students  
popularize some universities over  
hers based on what they expect  
eir experience to be.

ng able to maintain the 'distinct  
age' is important for universities to  
ain and increase the competitive  
vantage in the market.



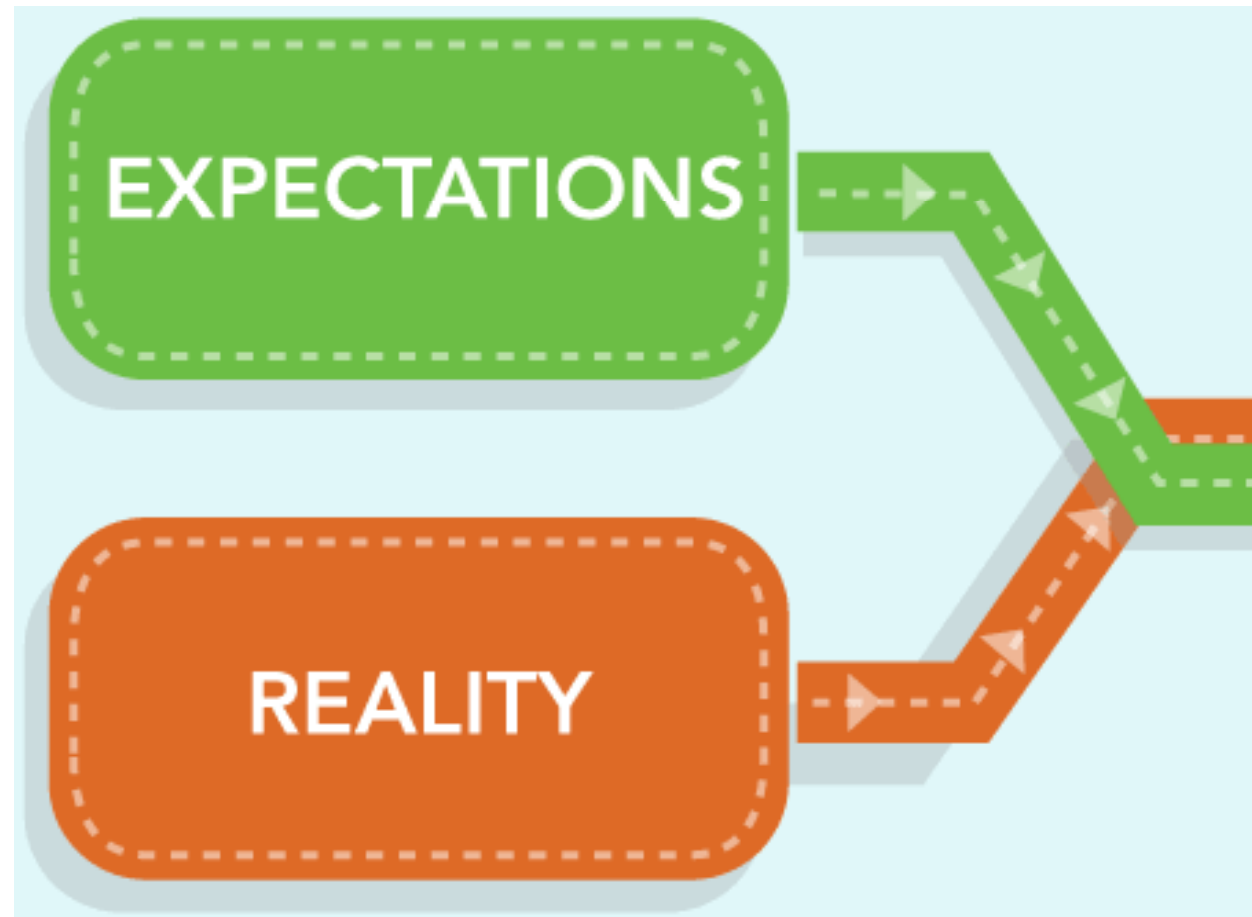
# erature view

From the point of view of Universities, it is increasingly important to understand students and their various needs in order to be able to succeed in catering to them. It is important for the universities to understand

**Expectations of students**

**Variation by nationality**

**Perception of Consumer Satisfaction**





# Expectations of Students

The vast range of degree courses and institutions available to students today make the decision making process rather complex (Price, I. et al; 2003). Amongst expectations some of the widely discussed needs of most students are as follows:

Brand or reputation of the University

Quality of education

Facilities provided and

Services or support



# variation by nationality

It is proved in a study that **Asia** will continue to be the 'chief growth region'. Students from these countries will contain over **70%** of consumers from **China and India** which are developing countries. These are the two foremost foundations of international students. Non-Asian countries like **Turkey, Morocco and Iran** will become fresh foundations of international students in future. This is in view of the growing mandate for foreign education in these countries. In contrast, the study assesses that the demand from 'traditional countries' like Europe and the USA would wane over the years. (Arambewela, R., 2006)

The requirement to understand the consumers' needs grow with the variation in the market. Students from various countries come with various expectations when it comes to their perception of what they would like to gain by the end of their educational period.



# Perception of Consumer Satisfaction

Research done in the past stated that it costs much more to attract a new customer than it takes to retain an existing customer.

In the same way in universities a student's level of satisfaction can be measured by their decision to stay on at the university or further education.

Students who complain and are responded to immediately, even if the response is not favorable, can actually become more loyal than students who appear to be satisfied without complaints" (Deshields Jr, O. W., et al, 2005)



# CONCLUSI

Further research is required to primarily support the literature findings.

Data collection in the form of survey and interview is required to understand the views of various students from various countries.

Further research can be done to understand if the viewpoints and expectations change along with different fields of study.

Further research can also be done to understand how expectations and dissatisfaction differ for undergraduate and postgraduate students.

