

ABSTRACT

This study examined parental decision making and international school choice. The purpose of this study was (1) to identify important school-choice attributes related to parents' decision in choosing international schools for their children, (2) to identify relationship between parents' demographic characteristics and school-choice attributes in choosing international schools for their children and (3) to identify relationship between parents' expectations and school-choice attributes in choosing international schools for their children. The study focused only on respondents in Bangkok.

The methodology used in this research was survey research. The survey instrument was divided into three sections. The first section explored respondents' demographic profile. In the second section, respondents were asked to rate their expectation level for sending their children to international schools. In the third section, respondents were asked to rate school-choice attributes as reasons for choosing international schools. A likert scale was adopted for the second and third section.

Descriptive and inferential statistics were used to analyze the school-choice attributes in decision-making process. The result of this study indicated that quality of teacher, language medium in teaching, modern curriculum, security, and learning environment were the top five important school-choice attributes. When dividing school-choice attributes into four environments- human environment, physical environment, academic environment and atmospheric environment, human environment obtained the highest mean response. Moreover, this study found several factors were related. Those include parent's age and human environment, household income and physical environment, household income and academic environment and

parents' nationality and physical environment. The findings also showed that expectation in term of English ability of their children and all four environments were positively related. In addition, there was a relationship between expectation in extra-curricular activities and each environment factor except physical environment. Furthermore, there was a relationship between expectation of good behavior and self-discipline and each environment factor except physical environment. The last finding also showed that there was a relationship between expectation in ability to enter prestigious universities in Thailand or abroad and each environment. The study included with suggestions for further research.

