

## **ABSTRACT**

Globalization is impacting our daily life increasingly, especially in recent years with rapid development of technology and the internet. Not many people are aware that not only product, services and corporations are globalizing, education is also globalizing. The migrant work force and human beings' potential development, all have a relationship with education. In this research, the focus is on Chinese students who have come to study in Thailand. The objective of this research is to find which the push is and pull factors influencing Chinese students in making a decision to study in Thailand. The research seeks also to find the relative factors which affect the Chinese students choosing an overseas study destination using the concepts of the Push and Pull Model. The researcher also presents an introduction to the development of the Chinese education system. As part of the research, a survey was conducted and 400 Chinese students who met the research criteria responded to it. As well to make the findings much more accurate, the researcher also carried out a qualitative research, using face to face interviews to get a more in-depth understanding of the target population.

Using the results obtained from the analysis of data and the hypothesis testing, hypothesis 1 and Hypothesis 3 were analyzed by using one-way ANOVA, Hypotheses 2 and 4 were analyzed by using Independent T-test. Hypotheses 1-4 tests were to determine the differences between the push and pull factors and the demographic factors. Hypothesis 5 and Hypothesis 6 were to test the relationship between the push and pull factors and the students' decision making process by using the Pearson's Correlation Coefficient method.

The results of the research analysis indicate that the majority of the visiting Chinese students study for an undergraduate degree. Of the demographic factors, distance is one of the students' main concerns. For example most of the Chinese students studying in Thailand are from South Eastern and South Western China. The results also show that an international study environment is one of the top pull factors attracting Chinese students to come to Thailand. Next is the school's reputation. When they choose a university, prospective students pay more attention to the university's ranking. It finds factor is the tuition fees and living costs. The Chinese students are concerned for the cost on value of their study as well.

The interviews revealed that, some Chinese students are concerned about what knowledge they can gain from their university. This means that the Chinese students tend to focus on the value of the study program. Others concern about their future employment. They concern about not finding a good job in the future. Such findings form the basis of recommendations for university strategies to attract more Chinese students to come to study in Thailand.