

THE FACTORS INFLUENCING PARENTS' INTENTION TO SEND CHILDREN AGED BETWEEN 8-18 YEARS OLD TO STUDY IN UK BOARDING SCHOOLS.

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Abstract: *Children's education is the most important decision for parents who would like to select the best school for their children. Therefore, parents are the most influential factor over their children's education. Thailand currently faces with the problems in education. According to the report of 2016 World Economic Forum, the rank of Thailand's education dropped from 86 to 90 in 2015. This study aims to investigate the factors influencing parents' intention to send children to study abroad in UK boarding schools by using the factors from previous studies in different countries. The researchers used online and offline questionnaires to conduct the research on 389 respondents who are parents and have intention to send their children to study abroad. The limitation of this research is that it focuses only parents of children in a certain age group or children aged 8-18 years old living in Thailand. The finding suggested all four variables factors: Country Image, Personal Growth, Social Factor and Cost and Durations significantly influence parents' intention to send children to study in UK Boarding schools. In conclusion, this paper found that Personal Growth is the most significant influence on parents' intention to send their children to study in UK boarding schools.*

Keywords: *Boarding School, Children, Cost and Durations, Education, Personal Growth, Social, Study abroad, Country Image, Parents' Intention, United Kingdom*

INTRODUCTION

Education is the most powerful weapon we can use to change the world (Mandela, 2003). Education is compulsory at the certain age in every country. International education opens for the world and there is no limitation for students to study in any countries and opportunities for students with unique educational experiences. More than 5 million students are studying abroad now, and the number is increasing to 7 million students by 2022. The number of Asian students studying abroad in top three destination countries including the United States, the United Kingdom and Australia

has seen the most significant growth (www.studyportals.com). The statistics revealed by UNESCO Institute shows that East Asia and Southeast Asia have the largest number of students studying abroad, compared with other regions. China, including Hong Kong and Macau, had the greatest number of students studying abroad from this region or more than 800,000 students (<http://data.uis.unesco.org>).

Thailand faces problems of development in education. Thailand was ranked low level in health and primary education, dropped from the ranking number 86 in 2015. Education in Thailand has been affected by uncertain political policy in the past several decades. A change from agricultural country to middle-income society in the diversified economy, lower educational quality, the unavailability of particular subjects and political problems are the main factors driving the families to consider sending their children to study outside of Thailand. Thai students' study

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