

**CZECH UNIVERSITY OF LIFE SCIENCES  
PRAGUE**

**Faculty of Economics and Management  
Department of Management**



**Diploma Thesis**

**Evaluation of the study abroad markets in Latin  
America for marketing purposes.**

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## Declaration

I declare that this thesis was written by me alone, merely using the cited Sources. I agree with the loan of my work and its publication.

In Prague, 8 of April of 2016

## **Acknowledgment**

I would like to thank my Supervisor Tereza Balcarová for her time and patience. To my mother and father with all my heart and boyfriend Victor, thank you for your love and support always.

## Summary

The emerging global structure needs interaction between the international flow of knowledge and society. Study abroad programs are elements of this internationalization process. Research demonstrates the most important factors that influence and motivates Latin American students for making a decision about their destination choice and thus, institution to study. The research took into account countries like Mexico, Colombia, and Brazil, the largest markets to study abroad in Latin America. The survey questions were design based on the Marketing Mix Strategy and also at the same time the study helps to evaluate the motivation factors to study abroad, based on the consumer behaviors stages that facilitated marketing recommendations for promoting Prague as a destination choice.

This research proves that the most important determinants for choosing a study abroad destination are the price and cost. The program and the quality of education are the second influencers considering they think education abroad is much better than in their home countries. Therefore, the motivation factor that pulls them to study abroad is to be able to get a better education overseas. Issues such as the style of life or having the possibilities to work in the country of destination help in maximizing the study abroad experience for the Latin American student profile.

**Keywords:** Marketing Communication, segmentation, customer's behavior, study abroad, Latin America, education market.

## Souhrn

Vznikající globální struktura vyžaduje interakci mezi společnostmi a mezinárodním tokem znalostí. Programy studia v zahraničí jsou součástí tohoto procesu internacionalizace. Výzkum v této práci ukazuje nejdůležitější faktory, které ovlivňují a motivuje latinskoamerické studenty při rozhodování o jejich výběru destinace a tím i instituce. Výzkum se zaměřuje na země jako je Mexiko, Kolumbie a Brazílie z důvodu, že se jedná o největší trhy v oblasti školství v Latinské Americe. Otázky průzkumu byly vytvořeny na základě teorie o marketingovém mixu a také zároveň o spotřebitelském chování, kdy jsou sledovány motivační faktory ke studiu v zahraničí na základě etap spotřebitelské chování. Výzkum má za cíl návrh doporučení pro propagaci Prahy jako cílové destinace.

Tento výzkum dokazuje, že nejdůležitějšími faktory při výběru studia v zahraničí jsou cena a náklady. Program a kvalita vzdělávání jsou druhým z důležitých vlivů, což plyne z přesvědčení respondentů, že vzdělání v zahraničí je mnohem lepší než v domovské zemi. Motivačním faktorem je pak možnost studovat v zahraničí a tím získat lepší vzdělání v zámoří. Otázky, jako je životní styl nebo zájem o možnosti pracovat v zemi určení mohou pomoci při maximalizaci tvorbě profilu latinskoamerického studenta.

**Klíčová slova:** Marketingová komunikace, segmentace, chování zákazníků, studium v zahraničí, Latinská Amerika, trh škol

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## **1. Introduction**

Nowadays in the globalized world, business throughout the world competes in an environment that sees few national boundaries and limitations. Globalization refers to the opening of the global marketplaces as well as the increased interconnectedness between nations and markets. It is recognized that the target audience of an individual product is not the same. They are different regarding demographics, attitudes, needs, location and social characteristics. Markets are mostly made up of various individual customers and segments. It is necessary to establish the requirements and values of the target customers within each segment, for companies to promote their products appropriately. (Armstrong and Kotler, 2010).

The concept of going abroad to study in countries like the US, Canada or Australia has developed into a service product. Study abroad has become an activity for many agencies all around the world that offer as a service consultancy to study abroad that compete to attract students to US, Canadian, Australian or European Universities for a semester or so, for language courses, Bachelor degrees, summer language camps and Master degrees for different periods. In Latin America, the case is that universities there do not offer enough options and possibilities for students to travel abroad in the same local Universities, Consequently, students need to look for other options to study abroad, and these agencies are the intermediaries between the students and education entities abroad.

The study abroad organizations recruit students through different mechanisms, via website search, via student fairs that attract the participation of many schools or universities, social media, and marketing campaigns through local's radios or local TV channels. These study abroad organizations enter into relations with foreign schools or institutions to facilitate the choices to go elsewhere and to provide all the services that the student requires.

In these times of globalization, the identity development is also an important key to undergraduate education and graduate education, parents and young generations should be aware that it is important to encourage international awareness and a global perspective in the individual. There are several advantages of studying abroad and is necessary to perceive that there is a need to support international experiences. Internationalization of education gives a more global perspective to higher education which facilitates insertion of

students in a globalized world and allows greater exchange of knowledge, technology transfer, research and future higher salaries.

This research will demonstrate what factors influence and motivates the choices of Latin American students to study abroad, and if Prague could be a destination choice for Latin Americans for studying abroad.

## **2. Aim of the Thesis**

This thesis seeks to find the factors that motivate and influences the student decision-making on selecting a destination choice to study abroad. And the segments of the individuals to be able to sort into appropriate target groups in order target their Marketing mix, thus facilitating marketing choices to promote Prague as a destination.

### **2.1 Research questions:**

1. What are the segments of Latin-American students likely to choose to study abroad?
2. What factors influences their choice?

### **2.2 Methodology**

The theoretical part used methods of market research through own study of secondary data found on the internet and literature given by agencies in L.A, books, magazines and other sources were used to describe elements of Marketing Communication, Marketing strategy theory of segmentation, etc. Also, concepts based on the study abroad market, education as a product, International student mobility and other relevant terms concerning the topic are explained.

Methodological tools used for the practical part consisted of conducting a primary data gathering through questionnaires survey to Latin American individuals and students who expressed an interest in considering studying abroad through agencies in Colombia, Brazil, and Mexico.

### **2.3 Questionnaire.**

The questionnaire is a focus on Latin American Individuals who express an interest in considering studying abroad, countries were chosen based on the size of the market and the higher mobility of students in Latin America, and these are Colombia, Brazil, and Mexico.

The questions based on 7P's Marketing Mix Strategy (*product, price, place, promotion, people, process and physical evidence*). The questions are online surveys that agents from Latin America from the chosen countries send to their potential clients via social media and emails that will lead to making a marketing mix recommendation for a program in Prague. The price of the program is a determining factor for program and destination choice.

Administrative staffs of recruitment agencies abroad, the professors and administrative personnel of the institutions to deliver a quality service are an important part of the program. The visual promotional material like brochures, physical evidence marketing material, the website of the university or videos from the institution is an important marketing tool. Finally process of service delivery, academic reputation, the interaction of all the process of admission, the service delivered by the agent, able to have all the information about the institution, etc.

The survey is also going to evaluate motivation factors to study abroad based on the consumer behaviors stages.

Table 1. Motivations and Consumer Behavior stages

<b>Need recognition</b>	Evaluate the groups of students who have Recognized the need to study abroad.
<b>Search for Information</b>	The survey will evaluate what type of information-Material students are looking for while searching for a study abroad program
<b>Sources of information</b>	Where do Latin America students look for information? Web site, brochures, agencies, fairs.
<b>Information processing</b>	The project evaluates the way that information process the factors considered of more importance than others.

<b>Pre-purchase alternative Evaluation</b>	The criteria used to select between options is an important finding.
<b>Purchase</b>	The survey aims at evaluating the student groups most likely to Given program.
<b>Post-consumption Evaluation</b>	Evaluation of student expectations will be made to measure the satisfaction and receive some feedback.

Source: own source

As the research is focused on the study abroad market the study will be subject to lack of information since there is not a lot of information about the topic. There are a lot of sources for international student's data, and yet no source is comprehensive enough. That's been the first challenge or in this cases a limitation to ensure consistency in data sources chosen.

### **3. LITERATURE REVIEW**

#### **3.1 Theoretical issues of Marketing**

##### **3.1.1 Marketing Concept**

There a numerous definitions for Marketing, according to Kotler and Armstrong (2010), Marketing is to create value for customers by managing profitable customers relationships and by this also capturing value in return from the customers.

Marketing also is defined as the process of planning and executing conception pricing promotion, distribution of ideas, good and services to create an exchange that satisfies individual and organizational objectives. (American Marketing Association , 2013)

##### **3.1.2 Marketing Strategy**

The strategies in Marketing are crucial to companies and without any, the efforts to attract customers are likely to be inefficient. The point of the plan is to make sure that the products and services meet the customer needs and develop profitable relationships with clients. The firm to achieve these needs to create a flexible strategy that can respond to changes in consumer perceptions and demand. It may also help to identify whole new

markets that you can successfully target. The purpose of the marketing strategy should be to identify and then communicate the benefits of the business offering it to the target market. (Info entrepreneurs, 2016).

During the formulation of marketing strategies, there should be taken into account the goals, resources and capacity of the firm. It must first be analyzed the target audience, so based on this they can design strategies that allow them to meet the needs or desires of the customers, also taking into account their habits and customs. Nevertheless to analyze the target audience, there should be previously analyzed the competition, and afterward, the firm can design strategies that allow them to capitalize on their weaknesses. For a better management of marketing strategies usually can be classified into strategies to four elements of business (depending on the business type) these are product, price, place and promotion strategies that will be defined and explained the further chapters of the marketing mix. (Info entrepreneurs, 2016).

### **3.1.3 Defining a Target Market**

In business, there should be able to communicate the message in a compelling way. Companies, accordingly need to be able to adapt to their target audience's needs, wants and values. We can segment business markets with some of the same variables we use in consumer markets such as geography, benefits sought, and usage rate, but marketers also use other variables to know their target market to ensure that their efforts hit the right door. (Kotler and Keller, 2009).

To create quality products is not enough to take the company to the top of the industry. There is needed to identify the target market if it comes to a particular geographical area or a certain age. Through the identification of the target market, the firm will minimize waste of funds and develop a customer base that can sustain their business in the coming years.

Having identified the market segments, marketers must decide which, if any, they intend to enter. Marketing programs which cover all elements of the marketing mix can be then designed to suit the particular requirements of those segments targeted. Once the firm has identified its market segment opportunities, it must decide how many and which ones to target. (Simkin, 2007).

Options include:

- ✓ Concentrating on a single segment with one product.
- ✓ Offering one product to some segments.
- ✓ Targeting a different product at each of some segments. (Simkin, 2007).

From a theoretical point of view, there is a market opportunity anytime, and anywhere there is a person or company with a need or desire not satisfied. Of course, realistically, the market opportunity for a company is much more limited. So the choice of a target market requires evaluating market opportunities available to the organization beginning with the study of environmental forces that affect the marketing program of a company.

The company has to analyze three components of a market which are: people, their purchasing power and their desire to spend. The people include a study of the geographic distribution and demographic composition of the population. Income distribution examines the second element. Finally, to determine their willingness to spend there should be analyzed their purchase behavior. There are many statistical techniques for developing market segments, once the company has identified the market opportunities, it must decide how many and which ones to target. Therefore, we need to advocate a segmentation approach. (Kotler and Keller, 2009).

According to Kotler and Kellner (2009 ), there are five ways of practical Segmentation criteria:

**Measurable** The size, purchasing power and characteristics of the segment must be measurable.

**Substantial:** That is, they are large or profitable enough to serve. A segment should be the largest possible homogeneous group worth addressing with a marketing program to measure.

**Accessible:** means the segments can be reached efficiently and served.

**Differential:** A part must be clearly distinct from another, to respond in a particular way to different marketing activities.

**Actionable:** formulate effective programs for attracting the segments.

Market segmentation is one of the main strategic tools for defining a target market which aims to identify and determine those groups with individual segments to which the

company can direct its efforts and resources to get profitable results. To do this, it is essential that businesses and organizations make a proper market segmentation, choosing those segments that meet the necessary requirements as said above (be measurable, accessible, substantial and differential). In this way, companies enjoy the benefits of a proper market segmentation ranging from improving its image by showing consistency with the concept of marketing to be more competitive in the target market. (Armstrong and Kotler, 2010)

#### **4. Segmentation**

In marketing there been recognized that the target audience of an individual product is not all the same, they differ regarding demographics, attitudes, needs, location and social affiliations. Most markets are made up of different individual customers, sub-markets or segments. Therefore, successful segmentation is the product of understanding your market fully and will therefore take time; until organizations will be able to make a serious effort to understand their market and customers better, they will save expensive mistakes. (Malcom McDonald, Ian Dunbar, 2004).

It is impossible for companies to serve all customers the same way in a given market, there are many clients, and therefore, they have different needs. Due to this, it's important to choose which market segments to approach. A market segment consists of customers that respond in a similar way to a set of marketing efforts. Consumers can group in various ways based on geographic, demographic, psychographic and behavioral factors; a market segment consists of a group of customers who share a similar set of needs and wants. The primary objective is to identify the appropriate number and nature of market segments and decide which one to target. (Kotler and Keller, 2009).

Market segmentation is the division of homogeneous and heterogeneous groups to other groups. It is the strategy to find the most efficient and appropriate target for our brand. Therefore, we should have the right targeting criteria. In this process, we analyze the needs and behaviors of each of the segments and detect marketing opportunities that they can offer. (Kotler and Keller, 2009).

Through this process is possible to:

- ✓ Rank the segments

- ✓ Establish priorities according to the importance of each segment.
- ✓ Assign an adequate budget

Having products and services to measure and learn about new trends are practices that you should take to increase sales. Market segmentation requires the companies to design more specialized services and products. Currently, consumers are getting used to having everything at hand, according to their particular lifestyle. The buying decision and is not only based on price but the design, unique benefits and added value of the product.

The new criteria for defining customer segments are the master key to knowing what are the goods and services that are likely to succeed in the market. If companies can identify the characteristics of the person who buys them and the reasons why they don't; then, they have much of the road already traveled. (Chand, 2016).

Market segmentation benefits the marketing decision in following ways:

- ✓ Identify the groups of customers to whom to target market effectively.
  - ✓ By providing relevant data to the marketer on which long term plans formulate.
- (Understanding Market Segmentation, 2010).

Market segmentation helps to divide the market into distinct groups of buyers, and it is also a process to give direction to customers. It shows with what kind of products and needs the customer will be satisfied; other researchers try to define segments by looking at behavioral considerations, such as consumer responses to benefits, usage occasions, or brands. (Kotler and Keller, 2009).

It is necessary to mention briefly the three areas of marketing taken into consideration when marketing a product.

The first is **Mass Marketing**: is when markets in total considered as one segment. Under this only one quality of the product is produced and sold in the market for all customers, there is not a significant difference in term of their needs and wants. (Jain, 2009).

Second is **Product differentiated marketing**: The seller produces two or more products that exhibit different features, styles, quality, and sizes. (Furnham and Gunter, 1992).

The third area and the dominating area is **target marketing** where the marketer distinguishes among a variety of market segments, chooses one or more of the segments

and then develops products and marketing mix customized to each segment. (Furnham and Gunter, 1992).

Different variables serve to define market segments; however it is only the demographics, geographic, psychographics and behavioral segmentation that this thesis will deal.

#### **4.1.1 Geographic segmentation**

Geographic segmentation divides the market into geographical units such as nations, states or regions. The brand or product consumed may be perceived differently in each geographic area, and the differences force us to differentiate a marketing strategy or a communication campaign in two territories. (Kotler and Keller, 2009).

The geographic segmentation is moreover useful when there are differences in a location where a product is a market. The differences can be caused different factors they can be: cultural, traditions, political, etc. and furthermore the differences can be significant in one segment whereas other segments differences can be minor and less important. (Furnham and Gunter, 1992)

#### **4.1.2 Demographic Segmentation**

The demographic segmentation refers to the dividing of an overall market into homogeneous groups based upon characteristics such as age, sex and income level. The following can be considered as all demographic variables that influence consumption of our product or brand. (Furnham and Gunter, 1992).

##### **Age and life-cycle segmentation**

The consumer needs and wants are changing with the age. Consequently, it is important for some companies to use age and life-cycle segmentation where age to determine the marketing approach. As an example, the case of telephones, the marketers should know that 80-years-old a more accessible features smartphone due to the lack of technological knowledge and younger people will use more advanced smartphone technology. Consumer wants and abilities change with age. Some companies offer for different age products to customers as an example: brands such as Colgate offer three main lines of products to target kids, adults, and older users. In this way, marketers using the age and life-cycle segmentation must be careful to guard against stereotypes. (Kotler and Kellner, 2009).

### **Gender segmentation**

Man and Women normally have different tastes and tend to use different products. Gender segmentation is used to differentiate the needs and wants between gender; the gender segmentation has long applied in connection with clothing, hairstyling, cosmetics and magazines. This variable will determine the use and function of the product. Nevertheless, brands that focused on men like Ford or Ferrari now are looking the way to attract more female's customers the same as the cosmetic industry (Kotler and Keller, 2009).

### **Income**

Many companies seek to target the high-income clients. Others attempt to target the customers with a lower income to gain consumer loyalty and lessen the competitive pressures, the level of income will influence the wants or desires of the customers; many industries segmented by income such as automobiles, clothing, cosmetics, financial services and travel. (Kotler and Keller,2009).

### **Generation Segmentation**

Each generation has influence by the time they are living; you won't expect your father to like the same kind of music you hear now, naturally there are exceptions, influenced by different elements like music or events, movies, fashion. Marketers can use different tools to remind or to use images according to the generations. (Kotler and Keller, 2009).

### **Race and Culture**

It is according to the race variables and the different characteristics that associated with such classification: the color of skin, type of eyes, language or sexual orientation.

### **4.1.3 Psychographic Segmentation**

The demographic variables do not always offer a complete view, so yet these variables offer the skeleton, and the psychographics is the muscles that cover the bones. It is the science of using psychology and demographics to understand better consumers, personality, lifestyle, values, social class, mentality.

Is a widely used approach to analysis that gives much value as it allows, knowing the reaction of a particular profile to their environment, reaching a higher level of depth, in which it contacted the emotional part of the consumer. (Kotler and Keller, 2009).

#### **4.1.4 Behavioral segmentation**

Marketers divide buyers into groups by their knowledge of attitude; toward, use of, or response to a product. This type of segmentation determines how the consumer uses the product and habits associated with their consumption. (Kotler and Keller, 2009).

##### **Occasions**

Occasions are when the customers divide into segments based on the time. How the customer spend their time if there are some special events, there are products focus on specials occasions, and there are products that are promoted to remind a particular moment that people to lived. (Armstrong and Kotler, 2010).

##### **Benefit segmentation**

Benefits segmentation divides the market on the characteristics of the product or service as perceived by the customers. In this method, the different benefits that the product offers define the target audience. (Understanding Occasion Segmentation and Benefit Segmentation, 2016).

##### **User Status**

The segmenting is according to nonusers, ex-users, potential users, first-time users, and regular users. Blood banks cannot rely only on regular donors to supply blood; they must also recruit new first-time donors and contact ex-donors, each with a different marketing strategy. Large firms usually target potential users, whereas smaller companies focus on current users. (Kotler and Keller, 2009).

##### **Usage Rate**

Markets can distinguish by utilization rate, that is, by light, medium and heavy users. The heavy users are a small percentage of the market but account for a high proportion of the total consumption. According to the level of usage is categorized heavy, medium or light usage. It's preferable to attract heavy users rather than several light users and vary their promotional efforts accordingly. (Kotler and Keller, 2009).

##### **Loyalty status:**

This stage is when their loyalty status divides buyers. Hardcore loyal ( a consumer who buys one brand all the time), split loyal (consumers who are loyal to more than one brand),

shifting loyal (users who quickly can change from one brand to another), and switches (customers who show no loyalty to any brand). (Chand, 2016).

### **Buyer readiness stage:**

The customer readiness stage is the six psychological steps or stages through which an individual passes when deciding to purchase a product? The six steps are awareness of the product, knowledge of what it does, interest in the product, preference over competing products, conviction of the product's suitability, and purchase. Marketing campaigns exist to a significant part to move the target audience through the buyer readiness stages. (Chand, 2016).

### **Attitude**

There are five consumer attitudes about products; these are enthusiastic, positive, indifferent, negative, and hostile. Door-to-door workers in political campaigns use attitude to determine how much time to spend with each voter. (Kotler and Keller, 2009).

In conclusion, it is important for the marketer to recognize the facts to reach all buyers in all segments because the customers are too different and have various needs and purchasing behaviors. The company needs to consider the variables within market segmentation, demographic, geographic, psychographic and behavioral segmentation to be able to target to the right audience.

## **4.2 Positioning**

The market positioning of a product or service is the way in which consumers define a product from its essential attributes, i.e. the place the product is in the minds of customers regarding the products competition. Positioning is the third step in the market segmentation process. Once the company identifies the segments can choose which segment to target; the final stage is to decide what position wants to occupy in those segments. Positioning concern is how the customers perceive the products and how is defined to maximize the potential benefit to the company. (Kotler and Keller, 2009).

Consumers saturate with information on products and services. They cannot revise products every time they make the decision to buy. To simplify the decision purchase customers organize products into categories; they position the products, services within a

place in their mind. The product position depends on the compound set of perceptions, impressions and feelings of the consumers regarding one product.

The objective of positioning is to place or position the name or “brand” and the image of a product in a place in the consumers’ minds that combines the best features and attributes in satisfying their needs so it will stay in their minds. (Al Ries and Jack Trout, 2001).

Positioning starts with a product, a piece of merchandise a company or even a person. But it is not really about the product or what you do to it, is what you do in the mind of the consumer. So actually is incorrect to call the concept of product positioning because changes are done in the name, price or package of the product doesn’t modify the product, they are cosmetic changes to a position in the mind of the customer. This concept had changed the nature of advertising, a concept, so simple people have difficulty understanding how powerful it is. (Al Ries and Jack Trout, 2001).

The company to achieve a particular product or service positioning has to follow some steps that are the following:

- ✓ Define the segments in a particular market.
- ✓ Decide which segment to target.
- ✓ Understand what the target consumers expect to be most important when deciding on the purchase.
- ✓ Develop a product which caters specifically for these needs and expectations.
- ✓ Evaluate the positioning and images, as perceived by the target customers, of competing products in the selected market segment.
- ✓ Price, to be able to target their full marketing mix. (Simkin, 2007).

In conclusion, it is essential in positioning to have a good understanding of those targeted. Market segmentation is a way to seek new opportunities in the mass market through real knowledge of consumers. The market segment must be homogeneous within, heterogeneous abroad, with some customers enough to make it profitable; including demographic dimensions to work properly on the place and product promotion. Segmentation and positioning are complementary activities; they depend on each other to achieve the product remain in the mind of the consumer target for long and even permanently.

### **4.3 Marketing Communication**

All organizations need to communicate with a range of stakeholders. Maybe to get materials and services to undertake their business activities, or to collaborate and coordinate to secure suitable distribution of their goods and services. Also, some consumers are free to choose among the many hundreds and thousands of product offerings. Marketing communications provide a core activity so that all interested parties can understand the intentions of others and appreciate the value of the goods and services offered. The purpose is to use communications to persuade people to buy products and services. (Jamienson Barbara and Chris Fill, 2006).

Marketing deals with designing products and services that meet the needs of specific groups of people, to produce, to ensure they are accepted and the recipients are satisfied, so as to show a willingness to continue acquiring goods, voting a program or believe in what they stand.

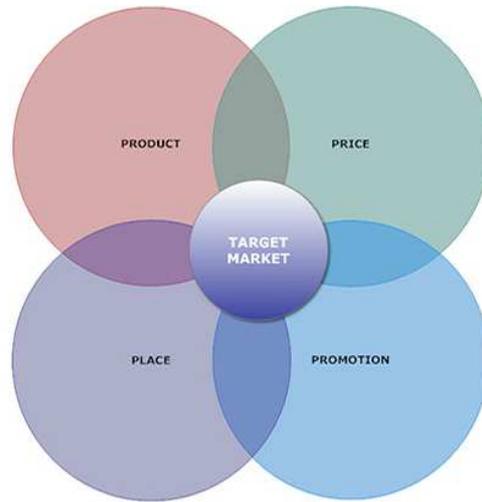
The exchange process in marketing communication is developed by researching consumer and stakeholder needs, identifying, selecting and targeting particular groups of users/ stakeholders who share similar discriminatory characteristics developing an offering that satisfies the identified needs at an acceptable price, and is made available through specific sets of distribution channels. (Jamienson Barbara and Chris Fill, 2006).

Each strategy depends on the creativity of who implements it, in is found the magic of marketing communication, the fact is that the perfect mix is one when all points of marketing are excellent: the product, competitive price, place and advertising supported by promotional efforts. If the product is invisible to the eyes of consumers, then it can't be expected anyone to buy it.

#### **4.3.1 Marketing Mix 4 P's**

Marketing Mix is a part of a company's strategic plan that helps to define the business's mission and objectives, guided by this the company design the marketing mix which is a set of controllable tactical marketing tools: ***product, price, place, and promotion***. To success in marketing, the company needs to create the right mix of the right product, which, is sold at the right price at the right place, using the most suitable promotion. It is used in case of tangible goods. (Armstrong and Kotler, 2010)

Figure 1. 4ps of Marketing Mix



source: The Marketing Mix (2016).

### **Product**

The product is an item that is built or produced to satisfy the needs of a particular crowd. The product can be tangible or intangible or in the form of good and services. It must ensure to have the right type of product that is in demand for the market. So during the product development phase, there is extensive research on the life cycle of the product that is in the process of creation. Marketers must ask themselves, what I can do to offer a better product than my competitors to consumers. (The Marketing Mix, 2016).

### **Place**

As the word itself says so, this element represents the location where the product is available for the customers. It is possible that the product is not available for all sites, but only in a particular selection of places, this comes with a deep understanding of your target market. If you understand them inside out, you will discover the most efficient positioning and distribution channels that directly speak to the market. (The Marketing Mix, 2016).

## **Price**

The company's goal regarding price is real to reduce costs through improving manufacturing and efficiency, most importantly the marketer needs to increase the perceived value of the benefits of its products and services to the buyer or consumer. The price is the most important factor for marketing. All factors determine the price of a product or service that an organization endows during the preparation of the product. Such as material costs, market share, the identity of the product, etc. The products price may go up or go down depending on time, and the price of an individual product may vary because of market developments. (Vliet, 2013).

Pricing always helps model the attitude of the product in customers eyes. There is always to remember that a low price usually means an inferior good in the customer's eyes as they compare your product to a competitor. Consequently, prices too high will make the costs outweigh the benefits in customer's eyes, and they will, therefore, value their money over your product. It needs to be examined the competitor price carefully accordingly. (Vliet, 2013).

## **Promotion**

Means advertising the product or service to customers. It offers information about the product or service, making the decision of purchasing it easier for target groups. It is an imperative component of marketing as it can boost brand recognition and sales.

Promotion has various elements which are the following:

- Sales Organization
- Public Relations
- Advertising
- Sales Promotion

(The Marketing Mix, 2016).

*Advertising* typically covers communication methods that pay for television advertisements, radio commercials, print media, etc.

*Public relations*, this includes press releases, exhibitions, sponsorship, and events.

*Word of mouth* is an informal communication about the benefits of the product by satisfied customers who recommend to others. It could also be by social media means or person to person.

### 4.3.2 Marketing Mix 7P's

The key to long-term profitability in any professional activity is creating a service that meets the needs and desires of customers; marketing mix is designed to facilitate the exchange and provide them with a value or a product. Successful organizations actively focus on the service paradigm with investment in people, technology, personnel policy and remuneration systems for their employees. In 1981, using the information mentioned above, Bernard H. Booms, and Mary J. Bitner developed another marketing mix than the one developed by the American Professor of Marketing Jerome McCarthy into the services marketing mix also called the 7ps model. (Vliet, 2013).

Figure 2. The 7ps of Marketing Mix



Source: The Marketing Mix (2016).

Marketing often intends to implement actions to win new customers, however, in the current market situation, it is much more important for brands to retain clients than to win customers. There is a "Seven P Formula" that should be used to evaluate continually and reevaluate the business activities. The 7' ps are **product, price, promotion, place, packaging, positioning and people**. As products, markets, customers, and needs change rapidly; companies must continually revisit these seven Ps to make sure they are achieving the maximum possible results for them in today's marketplace. (Tracy, 2004).

As mentioned above in the last chapter the 4 Ps is the first model for the product industry. There were added 3 Ps more in the need for extra PS for the services sector. This demand led to the emergence of various alternatives Ps in addition to the above. The significant change in marketing is to take into account many more factors involved. Clearly these four Ps are not the whole story anymore. If it is updated to reflect the holistic marketing concept, it arrives at a more representative set that encompasses modern marketing realities: **people, process, and physical evidence**. (NARGUNDKAR, 2010).

### **People**

People can also be called employees, workers, human resources, human capital, internal customers, etc. In part, employees are critical to marketing success. Marketing will only be as good as the people inside the organization. It also reflects the fact that marketers must view consumers as people to understand their lives more broadly and not just as they shop for and consume products and services, people are an important part of the success of the businesses. Google, for example, supports and encourages its employees, its human and intellectual capital, to be entrepreneurs within the Company, to propose and implement projects. (Kotler and Keller, 2009).

All people who are involved directly or indirectly in the consumption of a service are an important part of the Extended Marketing Mix. Administrative employees, workers, management, and consumers add significant value to the total product or service offered. Service companies are thoroughly conscious that they must effectively manage the customer contact and employees to monitor the quality of the service on attitudes and behavior. Is vital for service companies because there might be a large variable in the

performance of the customer contact- employees about the results of the services delivered. (Vliet, 2013).

### **Process**

It is the procedure, mechanism and flow of activities by which services are consumed, for this reason, is an essential element of the marketing strategy. The process of service delivery is crucial since it ensures that the same standard of service is delivered to the customers repeatedly. Consequently, most companies have a service blueprint which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff. (Experts, MSG, 2016).

### **Physical Evidence**

A part of this can include an innovative website, it could attract more customers, a website that is easy to use, good design, or a shop in which the clients feels comfortable, this will make them return and stay longer in a web or facility site. The physical evidence within the service marketing mix refers to an environment in which a service comes about from an interaction between an employee and a customer combined with a tangible product. The physical evidence incorporates a representation of a service for instance brochures of a company business cards, reports, company website, etc. (Vliet, 2013).

## **5. Consumer Behavior**

It is defined as the individual's activities aimed at the acquisition and use of goods and services, including decision-making processes that precede and determine those activities. Actions that the consumer takes place in the search, purchase, use and evaluation of products to satisfy their needs and wants. (Kotler and Keller, 2009).

The definition of consumer marketing depends partly on their behavior, that is, the nature of their decision-making processes. Currently, behavior is considered as a set of elementary activities, both mental and physical, such as preparing a shopping list, search for information, discussion on the distribution of family budget, etc. that somehow they influence each other and induce the act of purchase, choosing a product or brand or service. (Furnham and Gunter, 1992).

According to Kotler and Armstrong (2009). There are specific factors that affect consumer's behavior; these are Cultural, Social, and Personal.

### **Culture**

Culture, subcultures, and social classes are an important element in consumer behavior. Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, culture is the determinant of the desires and behavior of individuals. Children, as they grow, they acquire a set of values, perceptions, preferences and behaviors of their family and some key institutions. Each culture consists of smaller subcultures that provide its member's factors more accurate identification and socialization. (Kotler and Keller, 2009).

### **Social Factors**

People acquire their parent's religious, political and economic orientation, and a sense of personal ambition, self-esteem, and love. It belongs to two reference groups; one formed by all groups that have a direct influence (face to face) as family, friends, neighbors and co-workers and is all individuals with whom people interact so constant and informal and indirect impact on their attitudes or behavior. (Kotler and Keller, 2009).

The second group is part of side groups, such as religious, professional, trade union, which are more formal and require less frequent interaction, influencing people, at least, three different ways. First, they expose the individual to new behaviors and lifestyles. Also, they change their attitudes and the concept they have of themselves. Finally, reference groups create pressures that may affect the choice of products and brands. People also are influenced by groups that do not belong, and dissociative groups are those whose values or behavior rejects the person. (Kotler and Keller, 2009).

### **The family**

It is the world's largest consumer market purchase, and its members are the most influential group of reference. Product manufacturers and brands who work in places where group influence is strong must determine how to get the opinion leaders of these groups of reference and control them. An opinion leader is a person who moves in circles, informs, guides or advice on a product or category of goods, reviewing what brand is better or how

to use a particular product. Companies are trying to reach opinion leaders identifying the demographic and psychographic characteristics linked to thought leadership, determined what media managers use in directing messages. (Kotler and Keller, 2009)

### **Personal factors**

Consumer decisions are closely related to their personal characteristics: It includes variables such as age and life cycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions, and demographics), personality and self-concept. These may explain why preferences often change as their situation changes. (Rani, 2014).

### **Age and way of life**

Tastes in food, clothing, furniture and leisure related to age by extension with the products consumed. A consumer doesn't buy the same as was buying 30 years ago, or a user that is 75 years old will not buy the same things that a 20 years old will, they have different needs and wants.

Consumer habits evolve throughout their lives. Age and life-cycle have a potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such as young singles, married couples, unmarried couples, etc. which help marketers to develop appropriate products for each stage. (Rani, 2014).

### **Occupation**

The profession of a person also affects the goods and services purchased. People are working in construction, industry, warehouses or services, etc. tend to buy more clothes work, while those who work in offices tend to buy more suits. Every business should try to identify professional groups who have an interest above average in their products and services. Hence, software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors. (Kotler and Keller, 2009).

### **Economic Situation**

The financial position of a person affects the choice of the products they buy. If the income of a customer is higher it will tend to consume more expensive products, if the income is low, it will tend to consume cheaper products, but not always has to follow this trend.

Naturally is clear that if someone has a high salary will tend to consume more expensive goods or services, this is because they have the power of purchasing higher prices but it doesn't mean they have the willingness to buy expensive things.

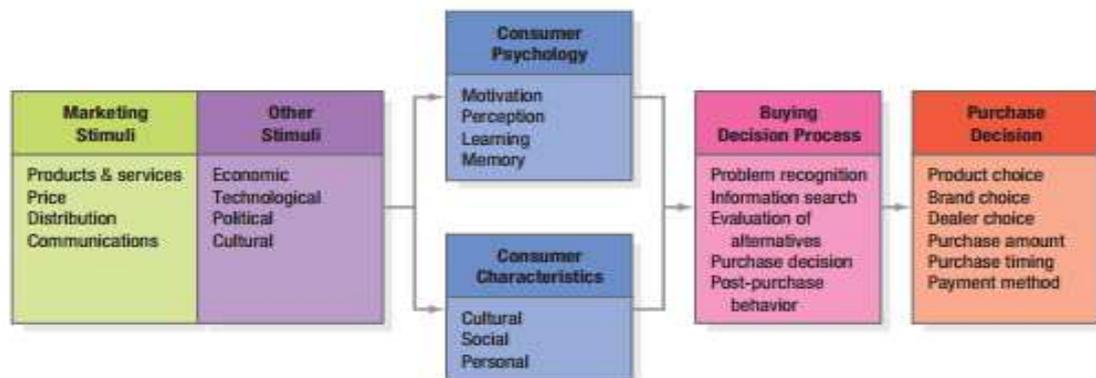
### Life Style and Values

The lifestyle reflects the way a person lives and is defined by three elements: activities, interests, and opinions. This response that the consumers have to buy or not a product that fence with their lifestyle or their interests depends on many factors. Lifestyle determines the needs of an individual and determines, thus, buying behavior. So it can be very useful for marketers to understand consumer behavior and provide a basis for market segmentation to implement thereby or improve market strategies. (Kotler and Keller, 2009).

### **5.1.1 Psychological factors**

Consumer behavior it's a subject of reflection to improve marketing decisions facing the communication process with it. Marketing and environmental stimuli enter the consumer's consciousness, and a set of psychological processes combine with certain consumer characteristics, to result in decision processes and purchase decisions. Here the role of psychology is basically, discover the relationship of these to the strategies of the market has to face to the proposal of such a dynamic and changing society that gives rise to some new needs that individuals manifest and arise from the interaction with the environment. (Kotler and Keller, 2009).

Figure 3. Consumer Behavior Model



Source: Consumer Behavior (Kotler and Keller, 2009).

## **Motivation**

Motivation it is considered a stimulated need, it becomes an accessible and useful marketing personnel concept. Awakening is a need that creates a situation of motivation and inherent tensions to be resolved. The needs do not become motivators until the individual is aware of the situation. For example, if a person does not feel hungry you will not feel motivated to eat. And conversely if hungry will eat almost anything if you are hungry enough; but the absence of a biogenic necessity, the attractiveness of derivatives psychological reasons determines that brands choose which products will use, etc. (Management Study Guide, 2016).

## **Freud's Psychoanalytic Theory**

Freud is one of the most acclaimed names in the field of psychology. Even though modern psychology has abandoned most of his ideas, his psychoanalytic theory formed the groundwork for many current psychodynamic approaches. Freud was the first to discuss the unconscious mind and its role in human behavior. Under the new studies and taxonomies of motivation, attachment and sexuality are two different forces. In other words, we can say that the core of the psychoanalytic theory of Sigmund Freud revolves around human motivation, more specifically, the presence of unconscious motivations that determine our decisions and our actions. (Heffner, 2016).

## **Maslow Theory**

The concept of human need has a Polysomic connotation that is essential to reveal for purposes of clarity and seems discursive, naturally is key to clarifying certain aspects to address the issue of human needs adequately.

Maslow believed that humans have specific needs that must meet and that if lower level needs go unmet, we cannot possible strive for higher level needs. Maslow's model purports to show the motivations of us humans, the most basic needs at the bottom of the pyramid. Once these needs meet, we are motivated by the next need up in the pyramid all the way to the top. (Heffner, 2016).

### **Herzberg's Theory**

Developed a two-factor theory that distinguishes dissatisfiers (factors that cause dissatisfaction) from satisfiers (factors that cause satisfaction). He had the criterion that the level of performance in people varied depending on the degree of satisfaction. (Kotler and Keller, 2009).

### **Perception**

The world around us is full of different stimulus that makes us have different perceptions of different products by the color, size and other characteristics of the product or service. A stimulus is any unit of information that affects one or more of the five senses: sight, smell, taste, touch, and hearing. The process by which we select, organize and interpret these stimuli in a meaningful and consistent image is known as perception. In essence, perception is the way people sees the world around them and how they know that they need some help to make the purchase decision. In marketing, perceptions are more important than reality, because perceptions that affect consumers' actual behavior. Every stimulus could cause multiple interpretations. (Kotler and Keller, 2009).

According to Kotler and Kellner (2009), people have different perceptions of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention are explained as follows:

### **Selective Attention**

The advertising blitz to which people are subject makes it impossible for them to put attention to all the stimuli that affect them daily. This leads to a process of conscious and unconscious selection and one of the major marketing questions: why some stimuli monopolize more attention and others do not?

The consumer serves preferably to that which meets customer needs, for example, if we are hungry, the food-related stimuli will receive our attention, but if we are satisfied, the impact will be much less. Therefore, the time that these ads are scheduled can be the key to success. Larger stimuli are more likely to receive attention than smaller ones so it means the individuals are exposed to more stimuli than they can process. These stimuli are processed only when the individuals make a deliberate effort. For example, someone that is planning to buy a car will put more attention on an ad for cars. (Strydom, 2004) .

### **Selective Distortion**

Selective distortion corresponds to the loss of information between what the receiver hears and understands. Under it, the receiver adjusts the stimulation to their existing thought patterns where memory comes into play, the experiences and prejudices of the receiver. Selective distortion is an advantage for marketers, especially with strong brands that have positioned their selves high in the market; consumers misrepresent neutral or indeterminate brand information to accomplish a more positive one. Particularly coffee may seem to taste better depending on the brand. (Kotler and Keller, 2009).

If the consumer is loyal to Coca-Cola, they have to subtract the impacts received by Pepsi commercials, but even when still these ads can catch the attention of the user, they will adapt the message to their preconceptions and still stick with the idea that Coca-Cola is better.

### **Selective Retention**

Explains the loss of information between what the receiver understands and what remains. The receiver tends to retain more those messages which it matches better depending on the degree of harmony between the message and the receiver, these will unconsciously assess the importance of the message and consequently store in the short term memory or long term and will become part of the cognitive mechanisms. Because of selective retention, we're likely to remember good points about a product we like and tend to forget the good point of the competing product. (Kotler and Keller, 2009).

### **Subliminal Perception**

Subliminal Marketing consists in using unnoticeable effects to the human eye, reproduced or emitted low-intensity sounds, not consciously perceived, but to the unconscious, to the point of seriously influencing consumer behavior. Consumers are not consciously aware of the messages, but it affects their behavior although it's clear that mental processes include much subtle subconscious effect. The principles of subliminal advertising based on the emotional stimulus perceptions, its detected messages go unnoticed but can act powerfully on the psyche, and it's hard to determine the degree of influence. (Kotler and Keller, 2009).

### **5.1.2 The buying decision process**

The buyer decision process represents steps that the purchaser will go through before actually making the final purchase decision. The consumer buyer decision process and the business buyer decision process are similar to each other. The core of this process is the fact that the purchase is generally of value in monetary terms and that the consumers will take the time actually to assess alternatives. (Marketing Teacher.com, 2016).

According to Kotler and Keller (2009). The process of buying decision developed in five stages:

**The problem of recognition:** The individual recognizes the necessity this poses the problem and identifies the current status of satisfaction and compares it with the one that desires to get. The case such as natural needs like hunger or thirst stimulates in a natural way or internal, in the other situations in an external way.

**Information search:** The consumer tends to look for information; they can do it in two ways. In a passive one, limit them to be receptive when they listen or see a publicity ad. Or in an active way, when they are trying to look for information, may be asking friends, professionals, etc. In this search, the consumer knows the product and characteristics, prices, etc.

**Evaluation of Alternatives:** Customers make an assessment of the benefits they obtain of one brand and then they put more value on the ones that they are more interested.

**Purchase Decision:** according to the evaluation of the alternatives, the consumer performs the purchase, deciding the brand, the quantity and where and how he makes the payment. But before they decide to buy, it could happen to things:

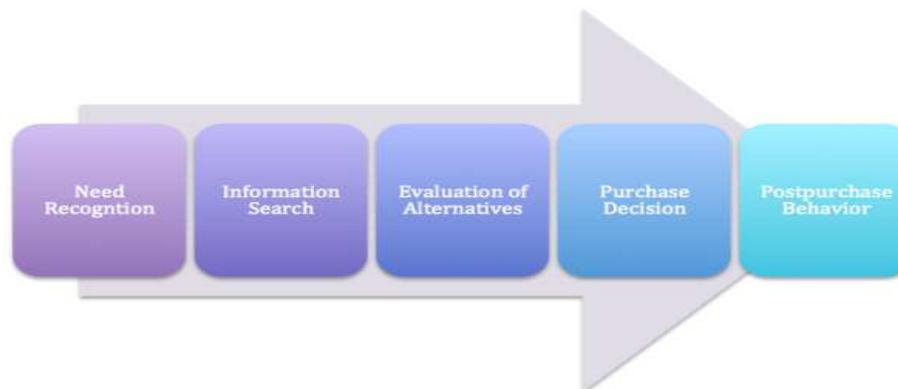
A) that other people will influence with arguments they didn't take into the account. If these arguments are contrary, they could change their minds.

B) that the buyer would like to please another person, in that case, they will try to think what the other person likes.

## **Post Purchase Behavior**

Depends on the satisfaction or satisfaction that the product will cause once is bought and used. If the product was really what the consumer was expecting and it covered their expectations. If it does, the customer will purchase the product again, if it doesn't, they will not buy it, and probably they will run the voice to other people to don't or not recommend it. So as a consumer, depending on particular products and their respective characteristics, they look for the one whose features cover all or most of the needs and desires they have as consumers and hope away with the need.

Figure 4. The Buyer Decision Process



Source: Consumer Behavior decision process (Broderick, 2016).

Consumers depending on individual products and the respective characteristics look for those features that cover all or most of their needs and desires and expect to finish that needs and be satisfied.

## **6. Theoretical Issues of the Study Abroad Market**

### **6.1 Education as a Product**

The higher education sector has been attracting investors and governments, mainly due to its contribution to improving productivity, increasing economic growth, and enhancing innovation and technological capability. The expansion of the sector is considered a necessary condition for growth in the global economy.

The evolution of education as an export started when educators start to identify the demand of students for their institutions, in other words, sell what we have. One example of this approach was the late 1980s when Australian schools identified the courses that could offer and marketed the area international. Initially, they accommodated new international students taking advantage of the free capacity of Australian institutions. As student demand was identified, Australian schools increased its capacity in areas such as trade and technology information to meet this. (Woodhouse, 2007).

As more figures students abroad, the importers countries began to consider detail what education they needed and identify institutions who's authorized foreign qualifications or where students would subsidize. Since then, the potential institutions exporters began discussing with the authorities of the countries developing what needs national system could meet. As an example, Korea had a big amount of students moving to the US to follow their studies and decided to encourage the supply of American education in Korea, for this reason, to sell what other countries want or what other countries don't have. (Woodhouse, 2007).

Hence in the commercial plane, according to the Belgian teacher and trade unionist Nico Hirtt (2003). For the entire member countries of the OECD states, "teaching" has become one of the last treasures to appropriate, no less than 900,000 million euros a year.

In the recent years, the phenomenon of export of education has grown enormously. In 2003, 2.12 million people studying in OECD countries were international students, enrolled outside their country of origin representing an 11.5% increase in total international students intakes reported to the OECD since the previous year. Most notably: *Australia, France, Germany, the United Kingdom and the United States* receive 70% of international students in OECD countries. Since 1998, Australia's market share has risen, but those of the United Kingdom and the United States have fallen. (INDICATORS, 2005).

The export can take many different forms, such as transfers to foreign countries of people, materials, electronic transmission or movement of the students to the 'exporter' country. Consequently, these countries are considered as exporting countries.

The case of Australia, in 2003, 19% of the enrollment in higher education was of international students who are a huge quantity, in Switzerland, this figure was 17%.

Austria, Belgium, France, Germany, New Zealand and the UK recorded rates of between 10% and 13%. For this reasons are considered exporting countries. (Woodhouse, 2007).

When it come to the economy increasing exports, is a goal for all countries to increase exports but despite this nobody seems to be clamoring to get the governments to stop holding back one industry that could increase export as it is education industry and most traditional higher education. Unlike many export growth plans, this doesn't rely on the government picking winners, but rather getting out of the way of growth based on real supply and demand. In fact, all that the governments will need to do is to attract or bring more international students to study in their countries. We can get an idea of the impact that this would have by looking at countries which export education as a part of their economy development.

### **6.1.1 International Student Mobility**

The exponential growth of mobility of students, programs and providers beyond border offers new opportunities to increase access to higher education, but also poses new risks. One of the most critical challenges of education border is how to ensure quality academic studies and get the recognition of qualifications granted. The mobility of students between countries is now a mass movement.

There is an estimation that five million students were outside of their country of origin last year this represents more than a tripling of global international student enrollment since 1990. The demand from Asia has driven most of this growth, but there are also some important emerging markets that will influence global mobility in the future, and the competition nature is shifting, with enrollment more widely distributed among a larger field of destinations, including a growing number of non-English speaking countries. (ICEF, 2014).

The market forecasts anticipate a greater demand for postgraduate and vocational training programs going forward. The massive movement of students emerging in non-speaking countries as said above that is a case of the study purposes of this thesis (that new markets are emerging even are not- English speaking countries, as Prague). It is a critical point data to use in the practical part of this paper. (INDICATORS, 2005).

In absolute numbers, students from France, Germany, Greece, Japan, Korea and Turkey represent the largest sources of intakes from OECD countries. Students from China, India, and Southeast Asia comprise the largest numbers of international students from partner countries. (INDICATORS, 2005).

The mobility of students is under the influence of various factors, including proximity, common languages and other links resulting from the colonial past or current political ties. These elements add to the factors "pull" and "push" that operate on each person. Other factors that can lead students to pursue educational opportunities outside their home countries are the attractiveness of renowned academic institutions, which tend to attract students from around the world. Push factors are those that commute students to leave their country, such as poor economic conditions, lack of quality higher education opportunity in place of origin, lack of career opportunities, etc. Pull factors on the other side are prospects for future employment, high quality of teaching institutions, access to funding, or the safe and pleasant environment. (Kavakas, 2103).

### **6.1.2 Study Abroad Market**

The global population of internationally mobile students doubled from 2.1 million in 2000 to nearly 4.5 million in 2011. Given that growth trajectory, the total number is likely nudging closer to 5 million in 2014. Asia is the continent with the highest student mobility followed by India, and South Korea. One out of six internationally mobile students is from China, and together these three top countries account for more than a quarter of all students studying outside their country of origin. Asian students score for 53% of all students studying abroad. (ICEF, 2015).

According to the report on Trends on International Student Mobility by Chang (2012), the number of globally mobile students increased to 3.4 million students in 2009, up from 2.1 million students in 2002. The U.S., UK, Australia and Canada witnessed the higher growth but also due to increased competition and the opening of new markets, the U.S. share of international students is in case down from 27% in 2002, a detail that has been causing for concern.

Canada, on the other hand, had the higher amount of enrollments increasing by 67% in 2009. Canada followed by the UK and Australia, which saw an increase of 62% and 43% respectively although U.S. enrollment grew at a slower rate of 13% students. It continued

the leading destination in absolute numbers and enrolled approximately one-fifth of all mobile students worldwide in 2009. (Chang, 2012).

There are general trends (**for example, students in the Latin America and the Caribbean are oriented towards business studies and management**) that points to a link between the preferences of students and the needs of the labor market sending countries (and perhaps of the host countries that retain graduates of the third cycle). For example, in the United States in 2007, a relatively high proportion of students from South and West Asia 77% enrolled in graduate programs or master degrees, but only 30 percent of international students from sub-Saharan Africa and Latin America and the Caribbean enrolled in these programs. (UNESCO, 2009).

Overall, current trends are useful to establish the areas of development in the design of the positioning strategy. As for what people study abroad in general, in 2007, almost one in four mobile students (23 percent) were enrolled in business administration and management in the countries providing statistics. Science is the second most popular field, attracting 15 percent of international students, followed by engineering, manufacturing and construction (which meet 14 %) and arts and humanities (14 %). (UNESCO, 2009).

As we can observe in the data mentioned above, current trends help to identify what are the student's preferences according to the field of study and in evaluating the macro drivers. These institutional changes, the type of institutions that are likely to send more students abroad, the kind of course that are in demand, demographic changes, the profile of students that are likely to study abroad are useful in identifying marketing tools to evaluate choice factors. (Kavakas, 2103).

### **6.1.3 Study Abroad Agencies**

Besides the usual educators such as universities, there are furthermore study abroad organizations called, study abroad agencies, this is third-party providers, independent organizations that facilitate for the students the administration of the study abroad programs. They serve as intermediates between the student and the educator; they recruit students all over the world and vary enormously regarding organizational structure, the programs they offer or the type of services. These agencies usually provide support to the

student for the visa process, what are the most convenient programs and other consulting services.

According to a report by British Council (2011) on the study abroad agents, Students around the world use study abroad organizations or agencies when applying to study abroad, and examines regional differences. The use of agents helps to facilitate the study abroad while some believe that they are mostly unscrupulous, pushing students towards paths to which they may not suit to fill their pockets, their steadfast popularity indicates that for many students, they provide a useful, essential service. The goal of the report is entitled to give insight into possible alternatives to using education agents in Prague to recruit to facilitate the recruitment of Latin American students and how the cache of information could be customer-focused and led in future.

Before these agencies, probably students in their homes countries didn't have the facility of a provider of these services. It is hard a hard decision to go somewhere overseas to study without having the right information. These agencies had taken advantage of the actual situation in their countries to do business out of education abroad. For another side, it is very convenient for the people who want to study abroad to be advice by an agent because they can assist the student in all their needs and desires regarding an institution and destination overseas.

## **7. PRACTICAL PART**

### **7.1 The Czech Republic as Market Place**

The Czech Republic is located in Central Europe, is bordered by Germany to the west, Austria to the south, Slovakia to the southeast and Poland to the northeast. The capital and largest city, Prague, has over 1.2 million residents. A highly developed country with an advanced, high-income economy and also has high standards. The UNDP ranks the state 15th in the inequality-adjusted human development, and it also lists as part of 10th most peaceful countries in the world. (Wikipedia, 2016).

The higher education in the Czech Republic is free if the studies are done in Czech language and are accessible to anyone that would be able to study in Czech. The price programs in English in state universities rank up to 12, 000 the more expensive and the

cheapest up to 1,200 euros per year. The cost of living in the Czech Republic is one the lowest in Europe compared to other EU countries.

The roots of the development of tertiary education in the present-day CR go back to medieval times. Charles University is the first university in the Czech lands, and Central Europe was founded in Prague in 1348 by Czech King and Roman Emperor Charles IV, is one the most prestige universities in the Czech Republic, recognized in the world ranking. (Ministry of Education, 2008).

### **7.1.1 Study abroad Market in Latin America**

There is a massive participation in the last years of the study abroad market for Latin American countries, especially in higher education. According to ICEF (2014) from 1970 to 2000 increased dramatically and is currently 12% of global enrollment, is estimated that Latin America and the Caribbean will be the third largest global region regarding higher education enrollments by 2035. Some Latin American nations, notably Brazil, Chile, Colombia, and Argentina that have well-regarded school systems have stepped up their internationalization and international recruitment activities in recent years, particularly on the recruitment of students from the regions.

According to ICEF (2014).The countries leading the market of internationalization of higher education and higher outbound student mobility with an estimated of 35,000 students abroad in 2011 is Brazil, followed by:

- 32,000 students from Colombia
- 29,000 from Mexico;
- 24,000 from Peru;
- 9,000 from Venezuela.

By 2035 Colombia, Mexico, and Venezuela is expected to rank in the world's top 20 countries for overall higher education enrollment. Students who at a point decide to go abroad and study for a period tend to do it to improve their academic performance. Other factors that are maybe the most relevant and important to notice that cause students and not only from Latin America to go abroad are the current social and political situation in their home countries. These facts have driven most agencies that offer the services of studying

abroad to dedicate in trying to promote the concept of study abroad to the students and increase the amount of students who take that decision. (ICEF, 2014).

### **7.1.2 International Student Mobility in Latin America**

Mexico, Brazil and Colombia and Peru are the strongest economies in Latin America and also are the countries that have the higher quantity of mobility of students within the continent.

According to a report by The International Unit (2013). Mexico is the second largest economy in Latin America's after Brazil and is increasing acclamation internationally for its sound macroeconomic fundamentals as well as for continuing to deliver steady growth (some 4% year on year) in an uncertain world. It is predicted to overtake Brazil in the next decade, due to rising competitiveness, low labor costs and new structural reforms, including changes to employment and education. Mexico is the biggest trade country in Latin America; it has an open economy and has signed 12 Free Trade Agreements with 44 countries.

The primary factors driving outbound student mobility in Mexico are as follows: Access to degree programs meeting international standards is not easy; the higher education sector overall has a poor reputation, because the quality of teaching in the country varies; recent significant increases in domestic university fees. (ICEF, 2014).

The Interest of International Educators for the Latin American markets it's a serious concern, because of the high youth population in the region, the lagging of domestic capacity, and scholarship programs.

Colombia has a large number of students going abroad. Universities are free, but the issue is that us very hard to enter, there is limits on the number of students, so some don't get the chance to come, and then, the option is to apply to private Universities, but a good private college is very expensive. Hence is more feasible to study abroad than pay the same tuition fee that they will pay in private universities in their home countries. The top study destinations for Colombian are **Australia, the US, the UK, Canada, and New Zealand.** (ICEF, 2014).

The challenge in Latin American countries is actual to expand educational access and reduce unemployment, with the ultimate goal of empowering this generation to achieve a

better quality of life and to drive the economy forward. Until the region's higher education institutions become more accessible and of higher quality, students will still be interested in studying abroad.

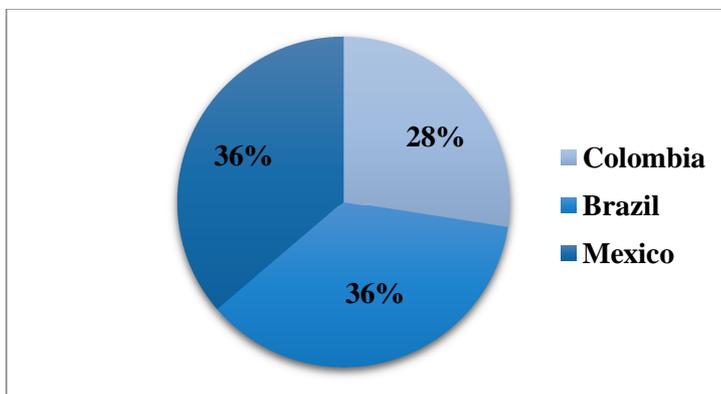
## 8. Analysis and Survey Findings

The survey was conducted through intermediary agencies in Colombia, Brazil, and Mexico; there is an average of 80 bodies in each country, the contacts provided by ICEF educational conferences. The survey was conducted in the period between 1 of February to 31 of March.

Agents in the countries mentioned send the questionnaire randomly to some potential students that had contacted them in the past or present interested about programs abroad. They send the survey via social media Facebook, Twitter and blogs and emails. Some students targeted were 150 students, 50 students in each country; the response population is 125 answers from different states throughout Brazil, Colombia, and Mexico.

### Where are you from?

Figure 5. Respondent's country of origin



Source: own figure based on a survey made to L.A students.

As shown in figure 5, in the geographic location of the respondents, there is not a significant difference, Brazil and Mexico have the same amount of respondents 36% and Colombia has 28%, this demonstrates that Mexicans and Brazilian respondents were more willing to answer the survey than Colombians.

## 8.1 Demographic Information

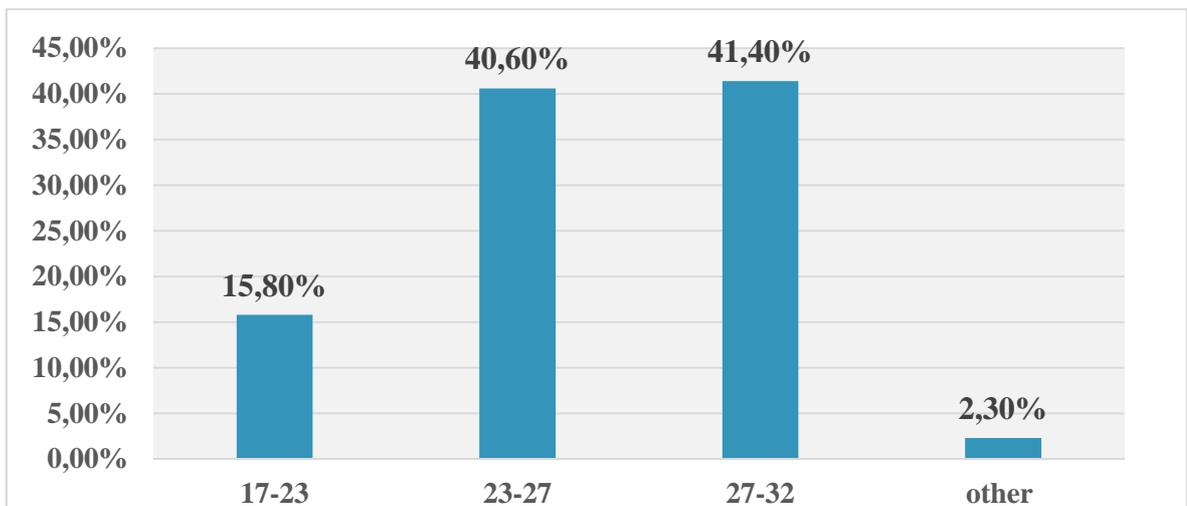
In this section, we present information regarding the demographics of the student respondent sample from the study abroad evaluation 2016. Information submitted in this chapter includes respondent gender, age, the primary source of tuition payment were appropriate, demographic breakdowns.

### What's your gender?

The female response rate was higher but not significantly greater than the male, still had a higher percentage evaluating the survey data we could draw some useful conclusions on another possible segment. Female been 51% and Male been 48%, not a significant difference between the gender and the respondents.

### What's your age?

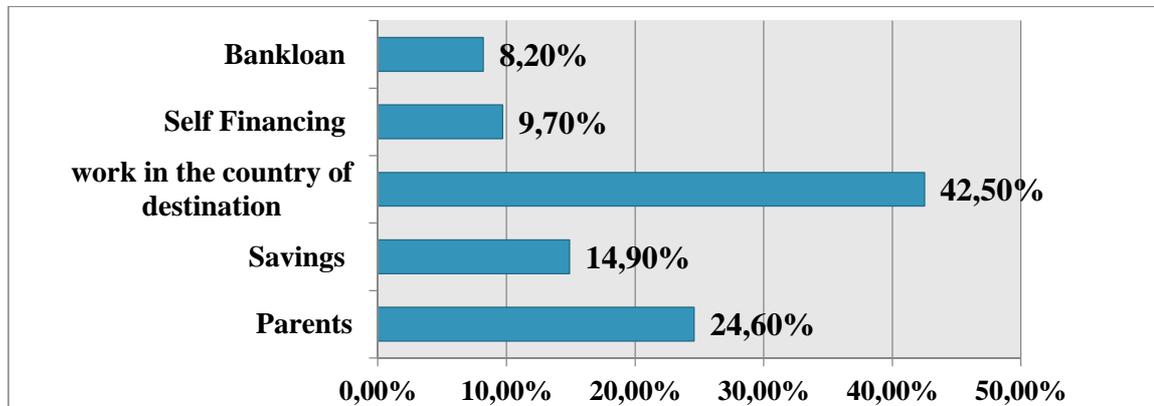
Figure 6. Respondent's age



Source: own source

## How do you planning to finance your studies abroad

Figure 7. Respondents primary source of tuition payment



Source: own source

As shown in figure 7 respondents primary source of tuition fee is they would like to work in the country of destination with 43%, and respondents from ages of 27-32 had the higher percentage considering that at the age of 27-32 parents do not finance any and ones should already working and have work experience. Therefore, they want to study a Master degree. Normally in Latin America is very common to make Master degree at the age of 27 to 32 years when you already have some work experience and money to fund this master degree. Since also in Latin America, there is not the equivalent of Bachelor degree. Otherwise, students need to study a five-year program and at the end is will be equivalent as an Engineer's or Bachelor in Economy or Bachelor in a law degree, that in the Czech Republic will be the equivalent of Engineering degree or a Magister. After the individual has ended up their Engineering degree, they can study a Master degree to specialize in their field of study. (So subsequently, people in Latin America make five years of "bachelor degree" and a two years Master program that will be an equivalent of PDH in The Czech Republic).

Explains partially the higher number of Master degrees preferences with 66% respondents that answered if they would go abroad they will do Master program. At the same time it also explains the higher percentage who answered they want to work in the country of destination to fund their living cost while they are studying, for this reason also, will need a flexible program which permits them at the same time they realize their studies to work at least part -time. However there was a higher percentage of students who parents are

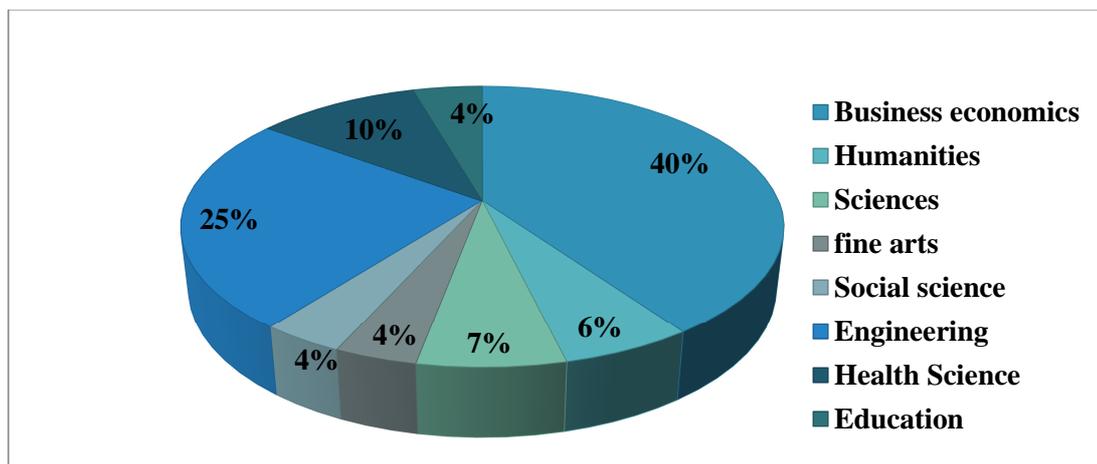
planning to fund their education, and these were younger individuals with an age range from 17-23, the majority answered that parents will finance their studies abroad. Age range 23-27 of respondents some responded that parents will fund their studies, but the majorities are self-financing or saving with 15% of those surveyed.

## 8.2 Focused Finding

Based on the Marketing Mix, Motivations, and the customer purchase decision, questions were made to identify other factors that affect the destination choice of Latin American students to go abroad and are the following:

### What field of study would you be interested in studying abroad?

Figure 8. Respondent's preference field of study



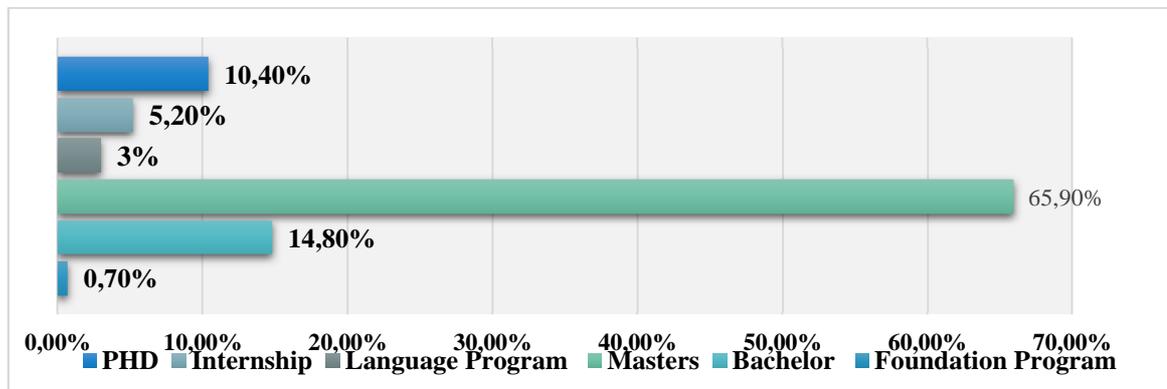
Source: Own Source based on a survey of potential students to study abroad from LA.

The distribution of respondents regarding the field of study is similar to the research was done by ICEF on the international mobility in Latin America above mentioned, that students in Latin America choose programs related to business.

Therefore coincides with the survey results that 40 % of the respondents want to study business or economy related course, this includes MBA programs which are very popular now in Latin America and worldwide, followed by Engineering field that had a significant percentage with 25%, followed by 10% of health sciences.

## What program would you like to study abroad?

Figure 9. Respondent's preferences for a program to study abroad

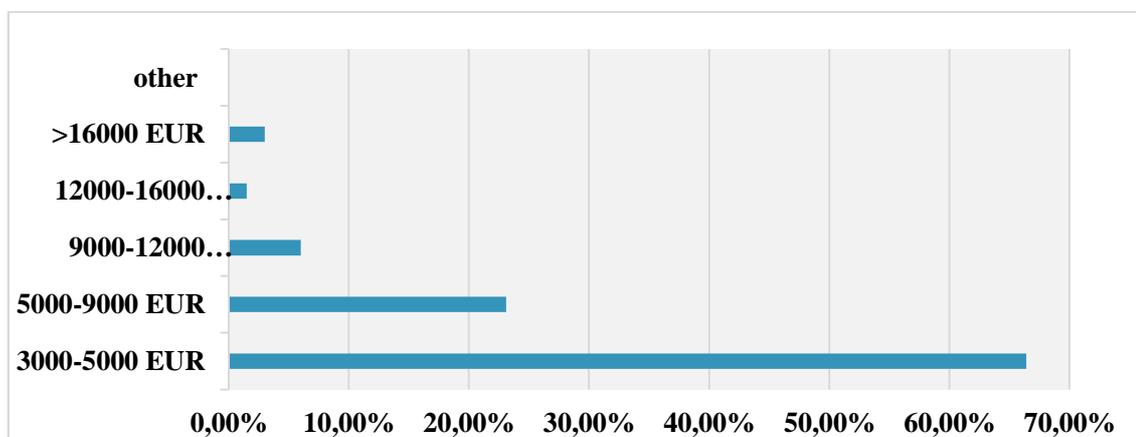


Source: own source

As explained before the higher percentage of respondents will like to study a Master degree program, this is related to the age the majority of those surveyed. The respondents answered significantly with 66% they prefer to do a master's program while 14% of respondents would make Bachelor degree. The respondents that choose to study a Bachelor degree coincides with the age segment of 17-23 that had the higher amount that also answered that their parents will finance their education abroad. Conversely to the ones who choose to make Master degree 66% or Ph.D. 10%, which the majority want to self-finance.

## How much can you be able to pay for a program per year?

Figure 10. Respondents budget for a year program

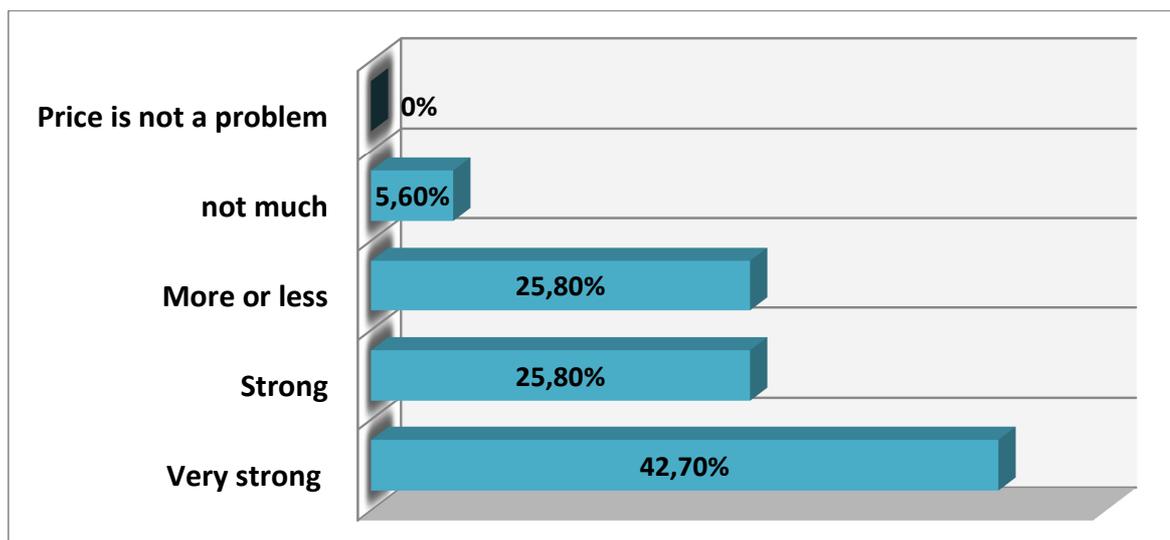


Source: own source

As shown in figure 10, regarding the price of the program, respondents seem to prefer selecting the country and program according to the cost. The price is one of the strongest factors influencing their choice significantly with 66% choosing the most affordable program that was in a range of 3,000 to 5,000 euros per year, followed by the next affordable option which was 5,000 to 9000 euros, with 23% of respondents and less than 10% 9000 to 12,000. Showing the cost of the program is one of the major influences.

### How far the price has influences in your destination choice?

Figure 11. Respondents price importance regarding study abroad



Source: own source

As shown in figure 11, in the question how the price influence the destination choice, a 43% of the respondents answered that the price influence is very strong, meaning that maybe they will choose a cheaper destination regardless the program.

A significant amount of 26% choose strong, and the option of more or less had 25% of respondents that seems they will prefer to choose a program and destination that they want regardless the price consideration. In spite of, the majority of claim that their primary concern is not enough financial means to pay for overseas fees.

## What country you would like to go abroad and why?

Table 2. Regions respondents will go elsewhere

Countries	N° of respondent's
Europe	37
Czech Republic	15
Germany	16
US	15
The UK or the US	7
Italy or Spain	10
Australia	8
Canada	4
Asia	7
Nordic countries	9
Netherlands	5
France	4
Other	4

Source: Own Source

Moreover, in the question what region or country they would they like go and why?The survey confirms that Mexican students are more attracted to Europe, Brazilians also were more attracted to Europe, especially Germany, but also the higher percentage of respondents who answered US, UK, and Australia were Brazilians. Surprisingly that Mexico is more near the US geographically, they will prefer to study in Europe.

As mentioned in the chapter of Latin American mobility by the ICEF report, Colombians and Brazilians are more likely to choose to go to English speaking countries, and the countries with higher mobility of Colombians are Australia, UK and the US and New Zealand. But it was not a significant amount the ones who choose to go to Australia and the UK were 16 respondents.

This question was in a form of an open question, not multiple choice, so was calculated over a specific number of respondents since many answered four or five countries,

therefore, were taken into account the most relevant answers according to what they wrote in the reason.

The respondents who choose Asia as a destination were male proving that men are likely to want more risky areas to travel with 15 respondents out of 125, also the ones who choose The Czech Republic were mostly Interested in Engineering field, some of the comments respondents made were the following:

Table 3. Respondent's comments about Prague

<b>The Czech Republic has high-quality education at an affordable price.</b>
<b>To the Czech Republic because I'll like to live there and my boyfriend also lives there.</b>
<b>Prague, because of the freedom and security it offers.</b>
<b>The Czech Republic, excellent education, less expensive, right level of life</b>
<b>The Czech Republic. Nice and a small city with great technical education tradition.</b>

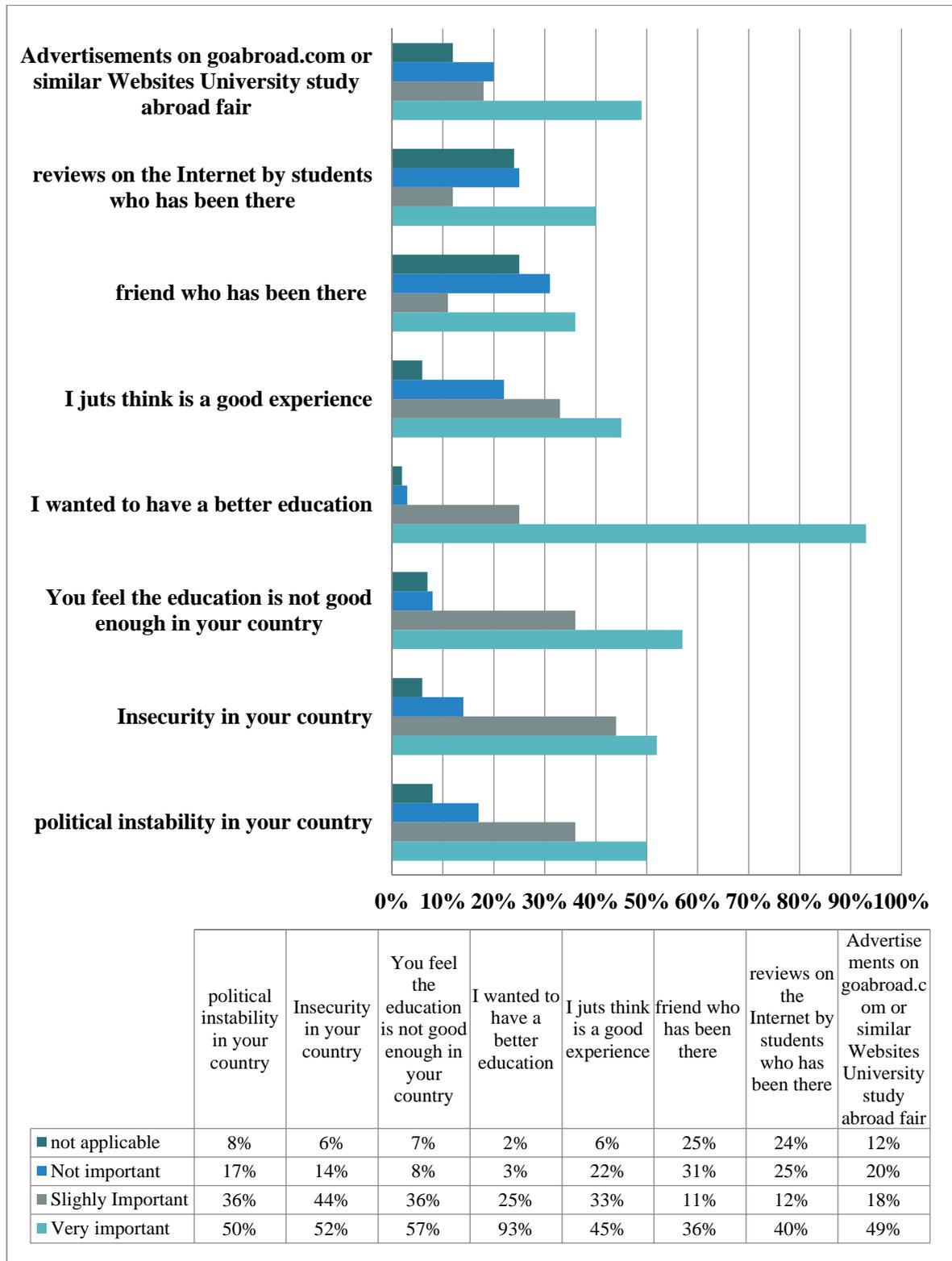
Source: own source

Surprisingly respondents knew the Czech Republic, and they are thinking of Prague as a destination for studying abroad, Prague had about the same amount of respondents that Germany had which makes Prague a substantial potential city as a destination choice. As is shown in Table 3 respondents answered they will go to Prague for the freedom the city offers, for the high-quality education, because is less expensive and a good level of life, the majority of respondents were male and Brazilians, seconded by Mexico, 8 Brazilians, 5 Mexicans and 2 Colombians respondents.

In conclusion for this question, Europe had the higher significant results from all the regions they will choose to go, making Europe the top area of destination for Latin Americans to study abroad. To be more specific the majority of respondent's chose: Germany, Netherlands, Czech Republic, Italy, Spain and Nordic countries.

## What factors motivate to study abroad?

Figure 12. Motivation factors



Source: own source

As shown in figure 12, in the question what's factor drive you to study abroad, 50 % of the respondents answered that the political instability in their home countries is critical, the same with the insecurity in their country of origin? The higher amounts of respondents were Brazilians, followed by Mexico. Colombian respondents didn't think that these two factors were critical as Brazil and Mexico. A significant number of respondents of 36% chose slightly important, seems that these two factors are unyielding push factors for most of Brazilians and Mexicans but not the most important factor.

For the option if you feel the education is not okay in your country, had a significant amount of respondents with 57%, and 36% slightly important, this is an adamant factor, which confirmed that Latin Americans believe that education in their countries is not as good as in Europe or the US been on of the primary motivation factor why they want to study abroad.

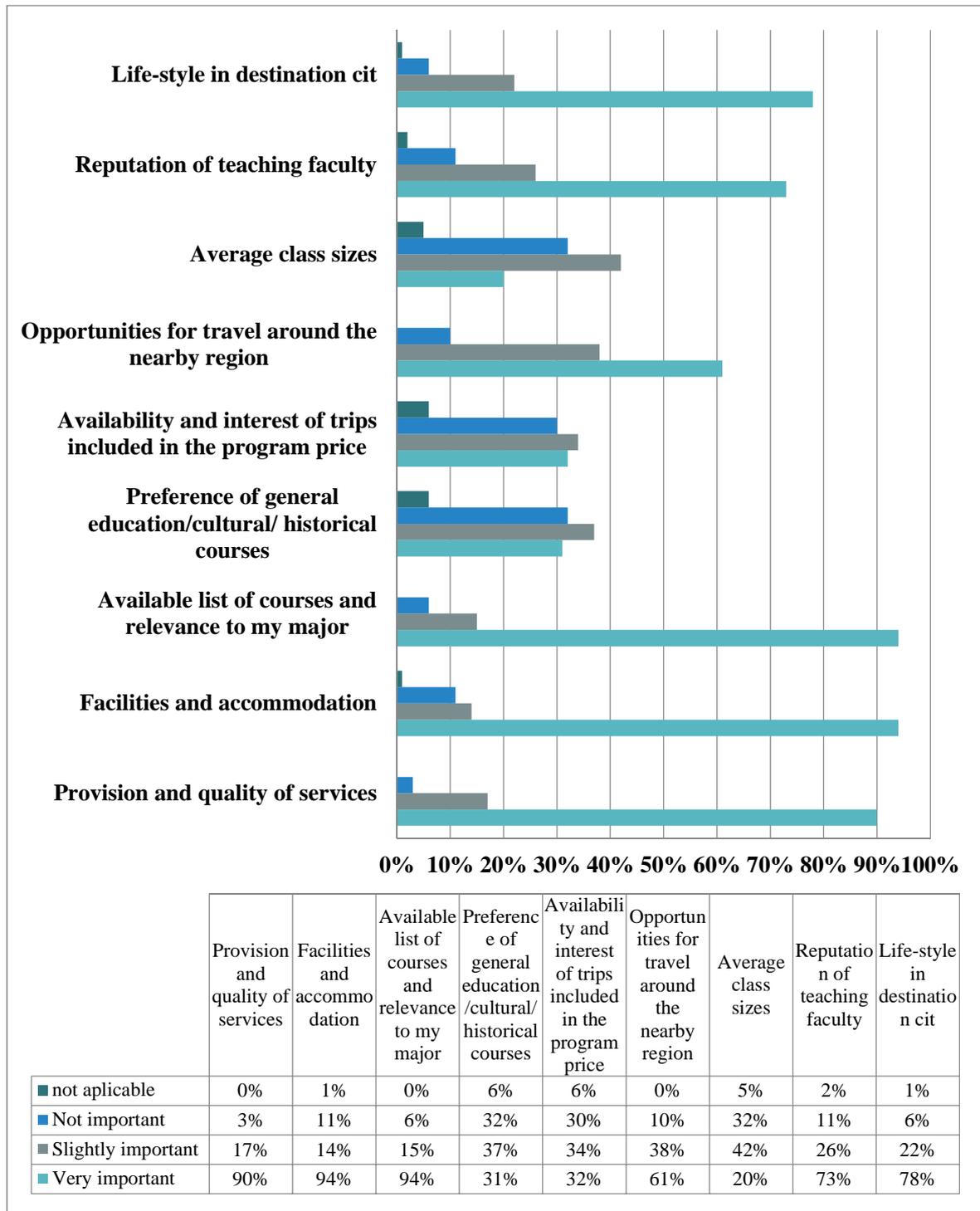
For the next option, that is because you want to have a better education, 93% of the respondents want to study abroad to have better education, which reached the highest of all factors confirming that the primary factor why Latin Americans study abroad is to get a better education.

Additionally concerning they want to have a better education to improve their education and skills to be able to get a better future and have higher salaries. What they also think is a good experience to study abroad with 45% of respondents answering very important, and a friend who has been there also seems to be crucial with 36%, word of mouth seems always to be critical factor in students.

Regarding physical evidence, reviews on the internet of students who has been there had 42% of respondents a significant amount. Brochures, website and study abroad fairs and other advertising material had a significant amount of respondents with 49% of respondents very important and 18% slightly important, making physical evidence a crucial factor why students will choose a destination to go abroad. To conclude the survey confirmed that the most important factors were related to the education in their home countries regardless the country or gender considered that knowledge is not sufficient in their country of origin, and they want to have a better education, making it the most important motivation factor to study abroad.

## What services are most important to you when choosing a study abroad destination?

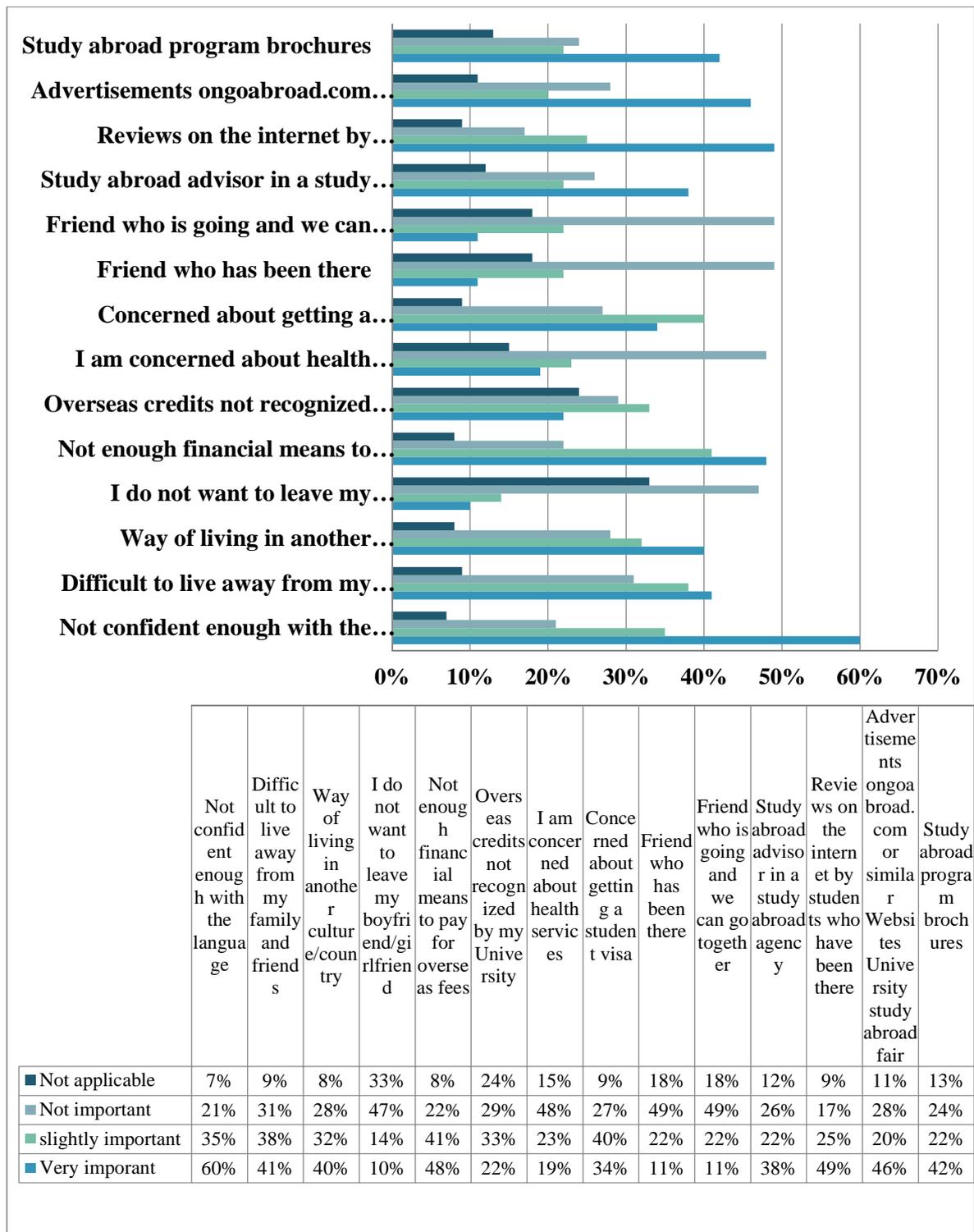
Figure 13. Expectations from a program



Source: Own source

## What are the main factors that influences your choice of study abroad destination and how much?

Figure 14. Influential Factors



Source: own source

As shown in figure 13 in the question what services are more important to choose when studying abroad, 95% consider that availability of the major is the most important factor that influences their destination choice.(if there will be a beautiful country but doesn't offer the program the person is looking, the individual will prefer to go to a state that is offering the right program instead of location). The student is thinking more about the course they will choose first before choosing the destination country. The provision of quality services and accommodation had a significant amount of 90% of respondents and the availability of courses related to their major is one of the essential services with 94%.

Considering lifestyle, surprisingly had 78% that answered very important and the reputation of the faculty with 73%, at the same time price is one of the most important factors which means that if they would find an excellent price for a program regarding the reputation of the faculty they will prefer the program with the lowest price regardless the reputation.

Next to these, students are a concern with services and comfort provided. Finally, academic considerations are not the priority to study abroad. Evaluating the survey results the most important factor is price and education concerns about quality, seconded by not confident enough with the language which is number one influential factor in the above figure 14. It

It is worth nothing that students consider not necessary to go to a non-English speaking country as long as the program itself will be in English?

## **9. Segmentation**

Segmenting Latin American study abroad market according to different criteria, a possible way to segment is demographics. Female student tends to travel abroad more than male, looking at the survey; we can identify answers of this segment. Another possible segment would be income; the price minded students.

Price-minded students explained they will go anywhere there will be an affordable price, heavily depending on the income. This form of aid does not travel with the student abroad, and therefore, it forces students to look for low-cost options. All the three countries shared that they have chosen price as the most important influential factor and to look for a better

education. They also responded to pay the lower level of tuition fees, confirming study abroad would be an expensive endeavor.

Filtering our survey to see answers from the specific segments of male, female and geographic we come across to the following trends:

#### **The segment of age Male 27-32 Brazilian**

- ✓ This segment tends to choose a Master degree program.
- ✓ Price is an important factor for them but also they need to be attracted to cultural and academic experience qualities.
- ✓ These are also individuals who would be more attractive to the Czech Republic that combine an attractive destination in a secure context and affordable prices.
- ✓ Program from 3, 000 to 5,000 euros
- ✓ Business

#### **The segment Female Colombian of 17-23**

- ✓ This segment prefers to study a Bachelor degree program
- ✓ Travel and lifestyle attractiveness are in the top of their demand list,
- ✓ They are not that price minded as the other segment- parent finance.
- ✓ The lifestyle is also an important factor for this segment.
- ✓ And they likely to choose a program over 5,000 euros per year.
- ✓ Health science, education, business.

#### **The segment of Male Mexican 23-27**

- ✓ They want work in the country of destination. (Self-financing).
- ✓ Master
- ✓ Greater importance to academic prestige of institution.
- ✓ More risky places –to go to a country where culture is entirely different
- ✓ Business, Engineering Programs.

## 9.1 Segment groups

The survey has contributed to useful data for any study abroad program provider to position itself in Prague to market Latin Americans. The following table below illustrates the segment different groups:

Table 4. Segment group

Segment groups	Where can be found	Characteristics
<b>17-23 Female Students Colombian</b>	Business, education, and health sciences majors. They stopover study abroad organizations, study abroad fairs, gather brochures and promotional materials and read reviews by other students on the internet	Endow by parental support They like better safe European destinations Travel abroad, cultural experience and life style are their motivation. They appraisal the advice of their study abroad advisor Lifestyle is important. Over 5000 euro program
<b>The segment of Male age 27-32 Brazilian</b>	Business, probably MBA, Executive MBA will be suitable for this segment. Visit study abroad office.	They want work in the country of destination. (Self-financing). Master, Greater importance to academic and professional experience, Price is an issue More risky places –to go to a country where culture is entirely different.
<b>The segment of Male 23-27 Mexican</b>	Engineering Business Search Internet Visit study agency advisor.	Self-financing and parental Prestige of University, Not that Price minded Programs below 5,000 euros.

Source: own source

## 10. Marketing Mix Recommendations

Table 5. The 7Ps of marketing mix recommendation for a program in Prague

<b>The 7ps of the Marketing Mix</b>	
<b>Product</b>	Master degree- MBA, business related courses and engineering Masters programs degrees in English.
<b>Price</b>	Focus on the cost of the program compared to the ones offered in Germany, US or the UK. So the customer understands the difference price benefit of studying in Prague. The range of price 3, 000 to 9, 000 euros a year.
<b>Place</b>	The facilities offered the quality of accommodation, academic infrastructure, and the benefits of the country of destination. Lower cost of life in Europe, five safest countries in the world, ranked 6 top destinations as the most beautiful city in the world. Lifestyle etc.
<b>Promotion</b>	Promotional strategies vary from word of mouth to participation in student recruitment fairs or social media promotion and Advertising campaigns.
<b>People</b>	The supporting staff that recruits students to individual institutions are the clue makes good contacts through agents in Latin America. Make sure they have high-quality student services, and agents are reliable.
<b>Process</b>	The method of service delivery is crucial since it ensures that the same standard of duty is to deliver to the customers.
<b>Physical evidence</b>	Tangible marketing material as brochures, flyers, etc. is unique to students and agencies abroad. Agents need should be trained about the information that they are offering to students and to be fully informed on details. An attractive website and visual Brochures.

Source: own source

## **11. Discussion**

According to the survey findings, the most important factors for Latin American students when considering studying abroad and choose their destination choice are the following:

The price, quality of education (compared to their home country) the possibility to get a job to cover their overseas fees or living costs in the country of destination to maximize their experience abroad.

Advertising on websites of study abroad agencies, reviews from students is a major factor regarding the choice of destination, and electronic content is vital. An institution's website is relevant to more than 46% of respondents, and the brochures are important to more than 43%, the agency or university website is the key source for international students to gather information. Also, study abroad advisor of study abroad organizations is one of the most important influencing factors to study abroad.

The country's attitude to international students is also an important factor (culture and lifestyle of the country of destination), safety (compared to their country of origin and by this also to mention their country political stability), and ease of getting a visa. Also, push factors as political situation and insecurity had a higher percentage but not as significant as others, Brazilians and Mexicans are more sensitive to their home political status and are an important, influential factor in their motivation to go abroad study.

The least important factors are the distance from the countries of origin, ability to get permanent residency in the destination country after study, culture in the destination country, visa worries. Next to these, students are a concern with services and comfort provided. Finally, it seems that academic considerations are not the priority to study abroad, but the price is considered as the most important factor that influences their destination abroad.

One of the only issues that might be a hassle can be the cultural impact between countries, but still the majority of respondents didn't take the way of life and culture as one of the leading influencers, but a significant amount chose a lifestyle as one primary factor, with a higher percentage of female respondents. Prague has a lot to offer, been one the biggest emerging growing economies in Europe, with the lower employment rates and considered one of the most pacific countries in the world.

## 11.1 Recommendations

- ✓ To first focus on the program, second destination.

It underlines how critical it is to ensure key course offerings are front and center in all marketing materials. And to emphasize the benefits of the city.

- ✓ The second-most important consideration is the price

Competition is fierce for educational services now and at a time when more low-cost alternatives are entering the market. Is not to say that fees should be unsustainably low, but it is to say that agencies with higher-than-average costs should be very clear on why this is and the benefit it offers students which mean that Prague as Marketplace for study abroad to International students is a potential market. Since comparing to other destinations Prague offer quality programs at affordable prices, the more expensive program are ranking in state universities up to 5,000 euros per year and Medicine been one of the most expensive in state Universities up to 12,000 euros per year.

- ✓ Students place a higher value on the prestige of the Institution and ranking.

Marketing campaigns should focus on the top-performing courses, paying specific attention to subjects or courses why the institution is recognized.

- ✓ Institutions have work to make the countries here they are a wanted destination for students.

Articulating the benefits of studying in Prague will ensure that a complete lifestyle picture is painted.

- ✓ Engage content through social media sites

Young people like to participate in this new generation; they like to see to believe.

- ✓ Country safety and culture (welcoming of the country of the country of destination).

Even the best marketing will not compete with unwelcoming cultures, immigration policies, visa hassles, impediments to international students being able to work in the country of destination, or most crucially racial intolerance.

## **12. Conclusion**

This thesis provides valuable data findings that reinforce important aspects of marketing strategy and positioning as an education provider in the Czech Republic to promote Prague as a study abroad destination. Also provides a good foundation for how institutions or agencies that provide educational services in the Czech Republic can understand student profiles better for more informed student recruitment in Latin America.

Prague is a potential choice for students to study abroad, a market with significant opportunities in the export of education; still institutions might need some advances in the way students can engage in social media, websites and also create more tangible marketing material to attract students to their host institutions. With the results obtained from the survey if we compare the characteristics of the city with the needs and wants of the Latin American respondents about how they choose their destination to study abroad, Prague match with the requirements been one of the safest countries in the world and one with the lowest cost of life in Europe

Survey findings give a better idea of the profile of the Latin American student profile based on the different segments targeted, enabling the target of their marketing mix by profile, because if there is not knowledge about the various profiles of the students in the target market, it is very hard to do anything. Prague has one of the lowest living costs in Europe; the tuition fees are ranking from 3,000 euros to 12, 000 euros, and also The Czech Republic is recognized for their quality education. Unfortunately not many people know.

This thesis not only intent to provide valuable information for institutions and study abroad agencies on how to improve their recruitment of students but at the same time, it can be a new approach to expand the name of the Czech Republic as a brand, thus, to make recognized internationally more the culture of Czech Republic.

It will not only give some benefit to the host educational institutions in Prague, but to the development of Czech Republic as a whole, just see to the examples of the biggest education exporters like the UK or Australia to understand all the advantages that this can bring, at the same time is a significant opportunity for those who want to have an international study experience abroad, but other destinations are too expensive

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## **14. APPENDICES**

**Appendix 1:** Questionnaire of survey conducted to evaluate study abroad market in Latin America.

## Appendix 1

### Questionnaire of survey conducted to evaluate study abroad market in Latin America.

#### 1. where are you from

- Colombia
- brazil
- Mexico

#### 2. what program will you be interested in studying abroad

- Business/Economics
- Humanities
- Sciences
- Fine Arts
- Social Sciences
- Engineering
- Health Sciences
- Education
- Other:

#### 3. what's your gender

- male
- female

#### 4. whats you age

- 17-23
- 23-27
- 27-32
- Other:

#### 6. Do you speak any other language than Spanish or Portuguese? If yes specify

#### 5. How do you planning to finance your studies abroad

- parents
- I have savings
- I'm planning to work in the country in going abroad.
- Self financing

bank loan

**7. What program would you like to study abroad**

- Foundation program
- Bachelor
- Masters
- Language program
- Internship
- PHD

**8. How much you can pay for a year program abroad**

- 3,000 to 5,000 euro
- 5,000 to 9,000 euro
- 9,000 to 12,000 euro
- 12,000 to 16,000 euro
- more than 16,000 euro
- Other:

**9. How far does the price of the program influence your choice?**

- Very Strong
- Strong
- more or less
- not much
- price is not a problem

**11. What factors motivate you to study abroad?**

	Very important	slightly important	no important	not applicable
political instability in your country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insecurity in your country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You feel the education is not sufficient for your country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very important	slightly important	no important	not applicable
have a better education				
I just want for the experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I just think is a real experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend who has been there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews on the internet by students who have been there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements on goabroad.com or similar Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University study abroad fair				
Study abroad program brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. What services are most important to you when choosing a study abroad destination?**

	Very important	slightly important	not important	not applicable
Provision and quality of services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities and accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Available list of courses and relevance to my major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preference of general education/cultural/historical courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and interest of trips included in the program price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very important	slightly important	not important	not applicable
Opportunities for travel around the nearby region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Average class sizes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation of teaching faculty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life-style in destination city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**13. what are the main factors that influences your choice of study abroad destination and how much?**

	Very important	slightly important	not important	not applicable
Not confident enough with the language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard to live away from my family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Way of life in another culture/country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not want to leave my boyfriend/girlfriend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not enough financial means to pay for overseas fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foreign credits not recognized by my University	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about health services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Worried about getting a student visa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend who has been there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friend who is going and we can go together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Very important	slightly important	not important	not applicable
Study abroad advisor in a study abroad agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews on the internet by students who have been there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements on goabroad.com or similar Websites University study abroad fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Study abroad program brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. what country or region will you go and why?**

