Theoretical framework for analyzing International students’ expectation and consumer satisfaction in an International University

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

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

Most International universities teach in a commonly used international language.

Most International universities cater to an international student body.
International Students

Students from different countries.

Students who travel to other countries to continue their higher education.
Purpose of the Study

To review and analyze past and present literature regarding international students’ satisfaction.
Students being the most important stakeholder it is important to understand their concept of expectation and satisfaction to remain competitive in the higher education market.
Students coming from different countries nurture different expectations when choosing their higher education institute.
Similar to their expectations their satisfaction level is also very different.
Research Questions

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

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

How do these students perceive consumer satisfaction on completion of their education?
International students are valued in any international university not just for their monetary contribution but also for the rich cultural mix they bring to the environment of the university. These international students popularize some universities over others based on what they expect their experience to be. Being able to maintain the ‘distinct image’ is important for universities to retain and increase the competitive advantage in the market.
From the point of view of Universities, it is increasingly important to understand students and their various needs in order to be able to succeed in catering to them. It is important for the universities to understand:

- Expectations of students
- Variation by nationality
- Perception of Consumer Satisfaction
Expectations of students

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

- Brand or reputation of the University
- Quality of education
- Facilities provided and services or support
It is proved in a study that Asia will continue to be the ‘chief growth region’. Student bodies will contain over 70% of consumers from China and India which are developing as two foremost foundations of international students. Non-Asian countries like Turkey, Morocco and Iran will become fresh foundations of international students in future. This is in view of the growing mandate for foreign education in these countries. In contrast, the study assesses that the demand from ‘traditional countries’ like Europe and the USA would wane over the years. (Arambewela, R., 2006)

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

research done in the past stated that it costs much more to attract a new customer than it takes to retain an existing customer. in the same way in universities a student’s level of satisfaction can be measured by their decision to stay on at the university or further education. students who complain and are responded to immediately, even if the response is not favorable, can actually become more loyal than students who appear to be satisfied without complaints” (deshields jr, o. w., et al, 2005)
Further research is required to primarily support the literature findings. Data collection in the form of survey and interview is required to understand the views of various students from various countries. Further research can be done to understand if the viewpoints and expectations change along with different fields of study. Further research can also be done to understand how expectations and satisfaction differ for undergraduate and postgraduate students.