



# Student decision making in South Asia

Ottolie Wekezer, British Council

Andrew Bird, Bournemouth University

Stuart Easter, The University of Edinburgh

SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

CONFERENCE 2014

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# South Asia Student Insight Survey

## Ottolie Wekezer, British Council

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CONFERENCE 2014

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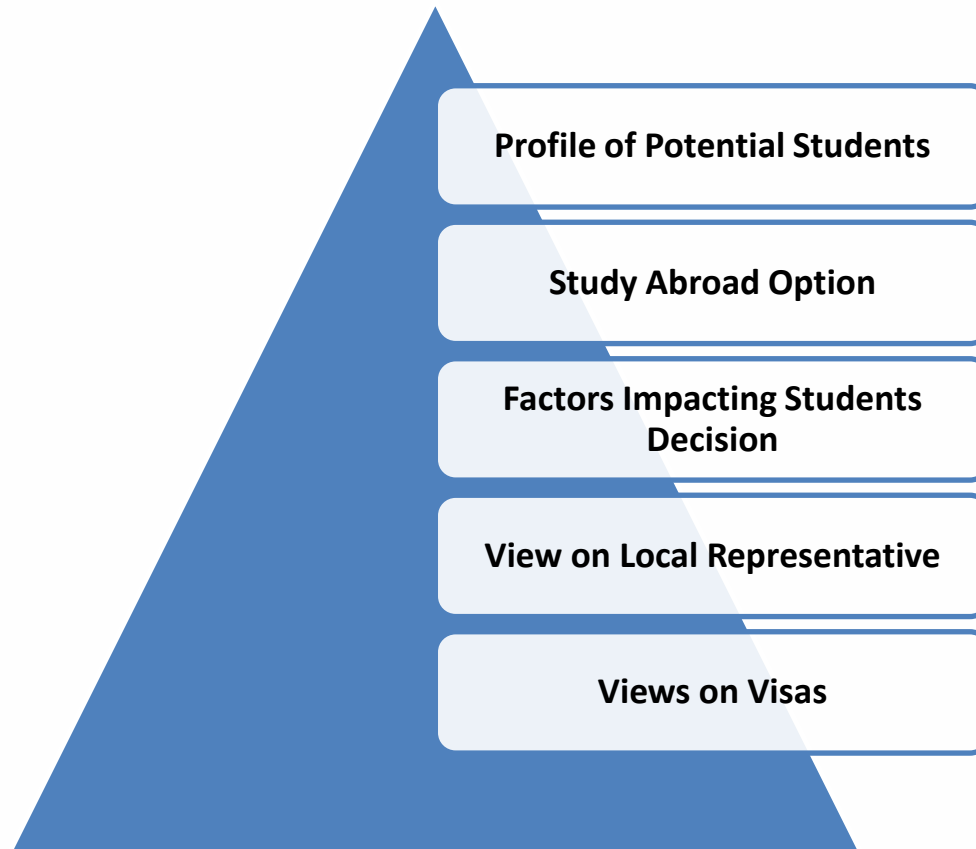
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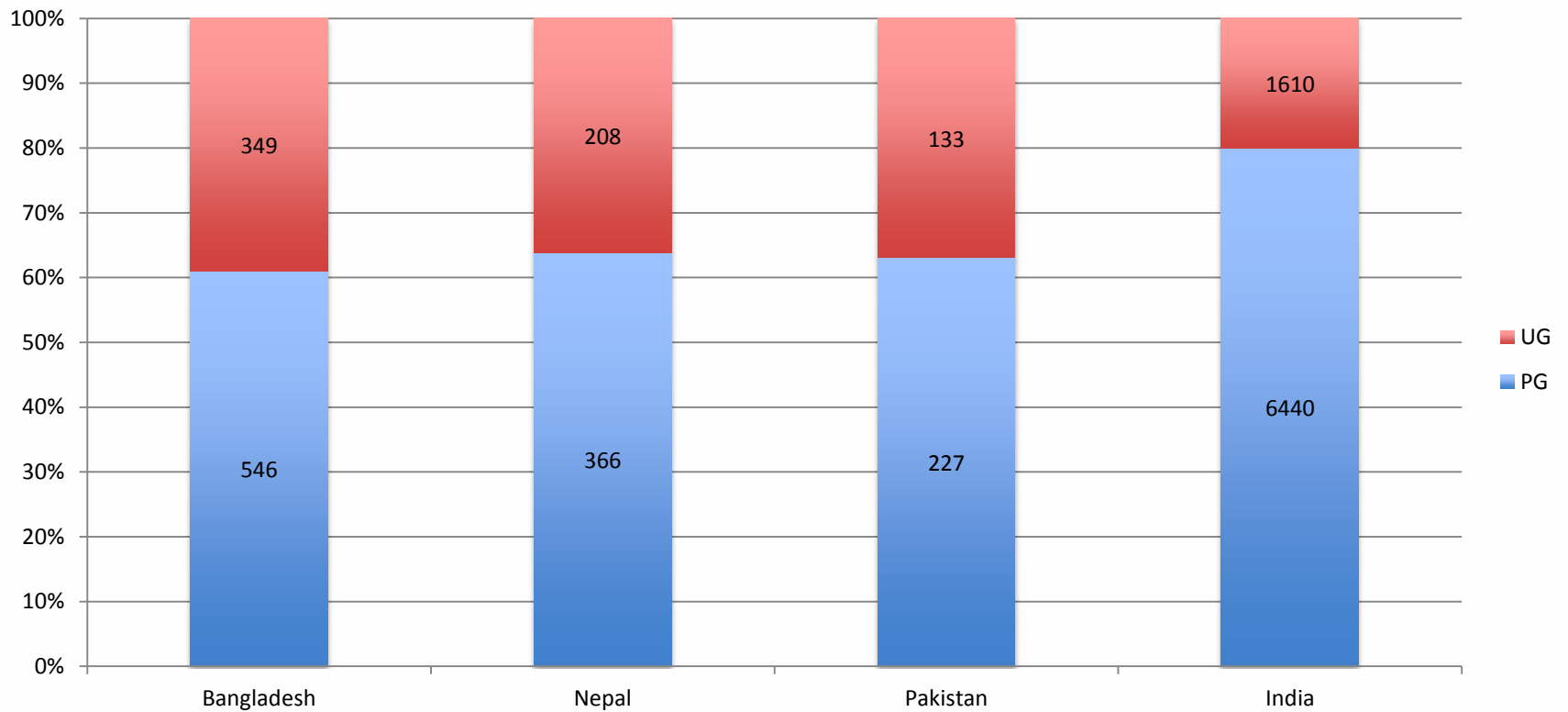


## Key Findings

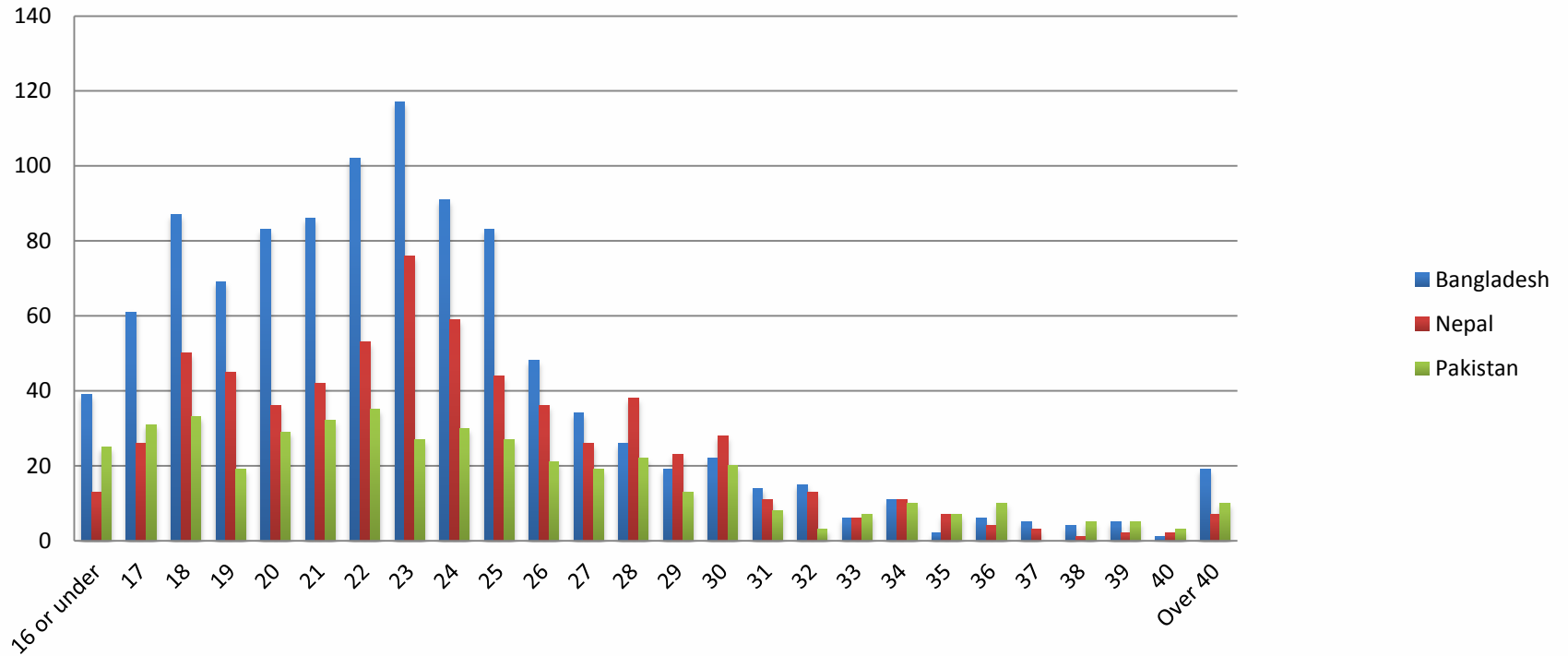


# Profile of the potential South Asian international student

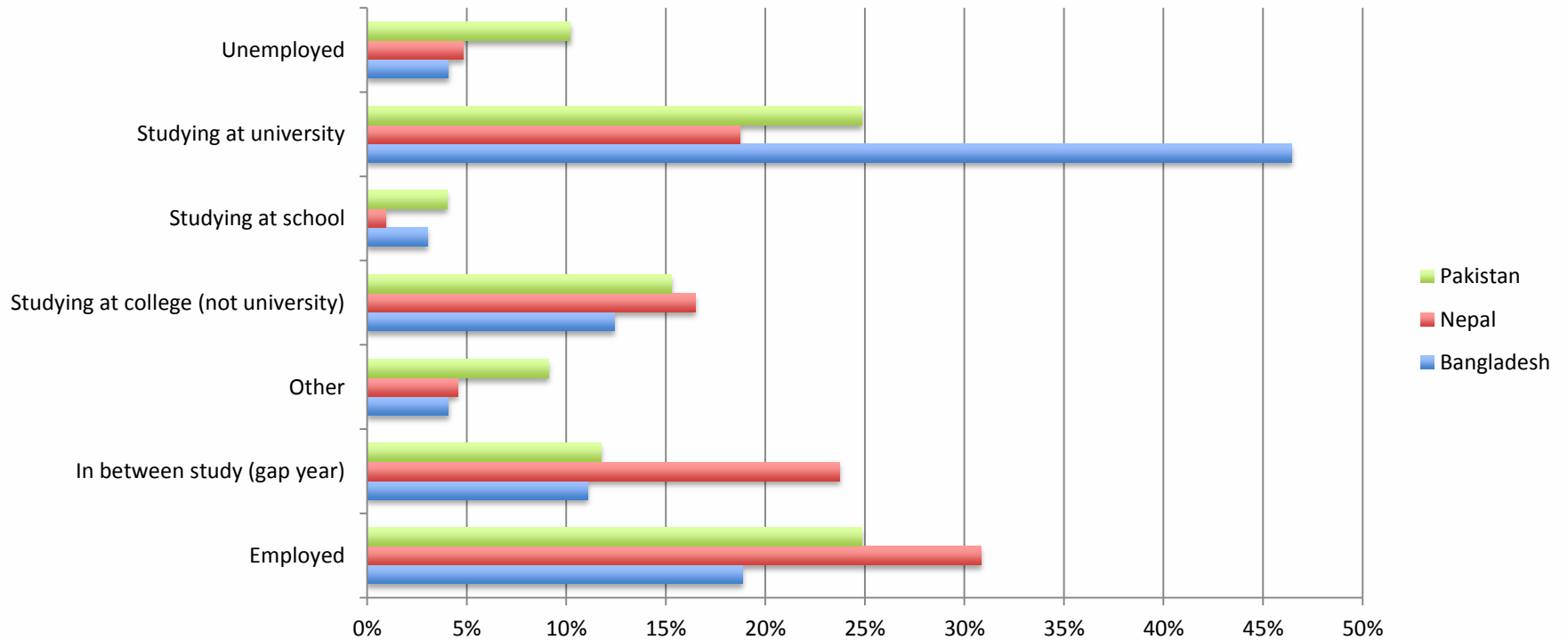
## Number of UG and PG Students



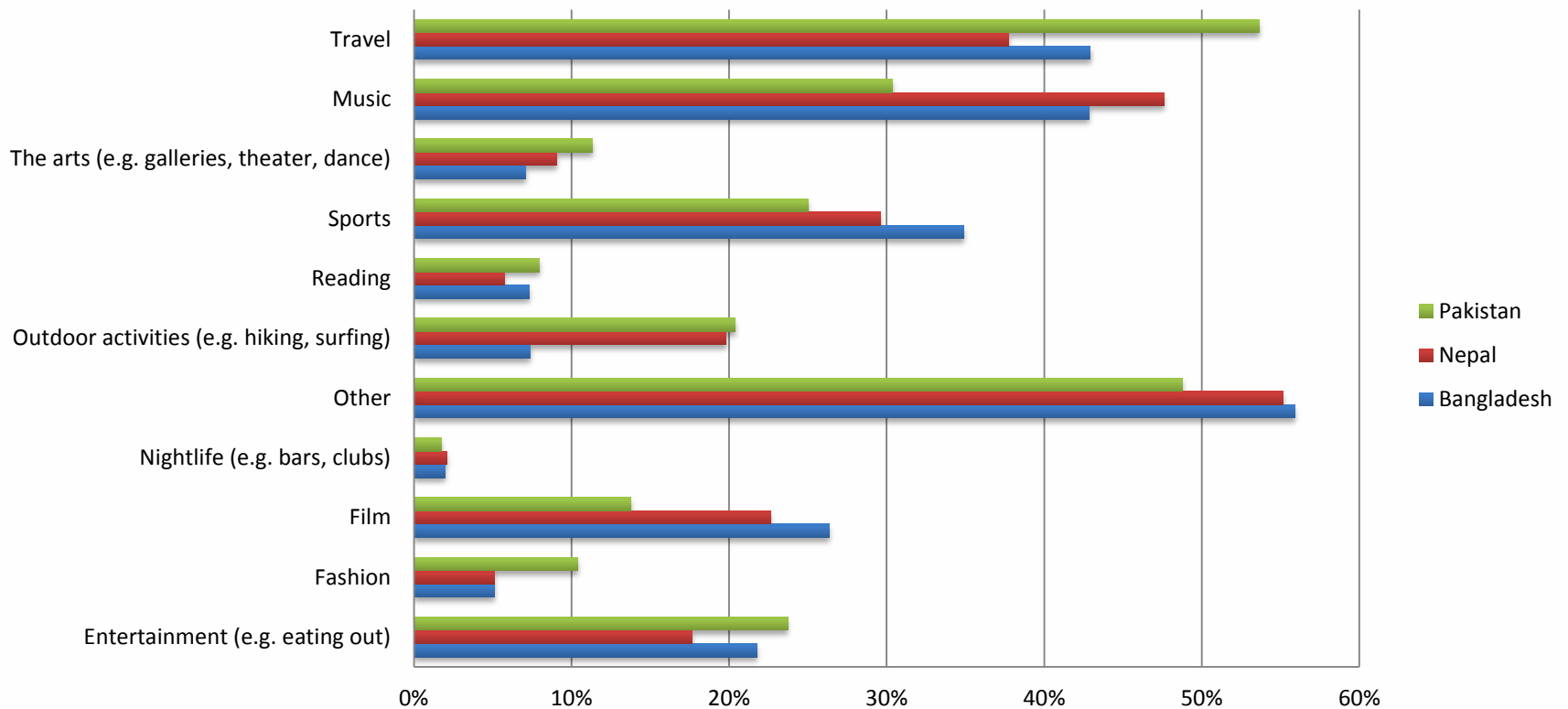
# Age Group



## Current Career stages:

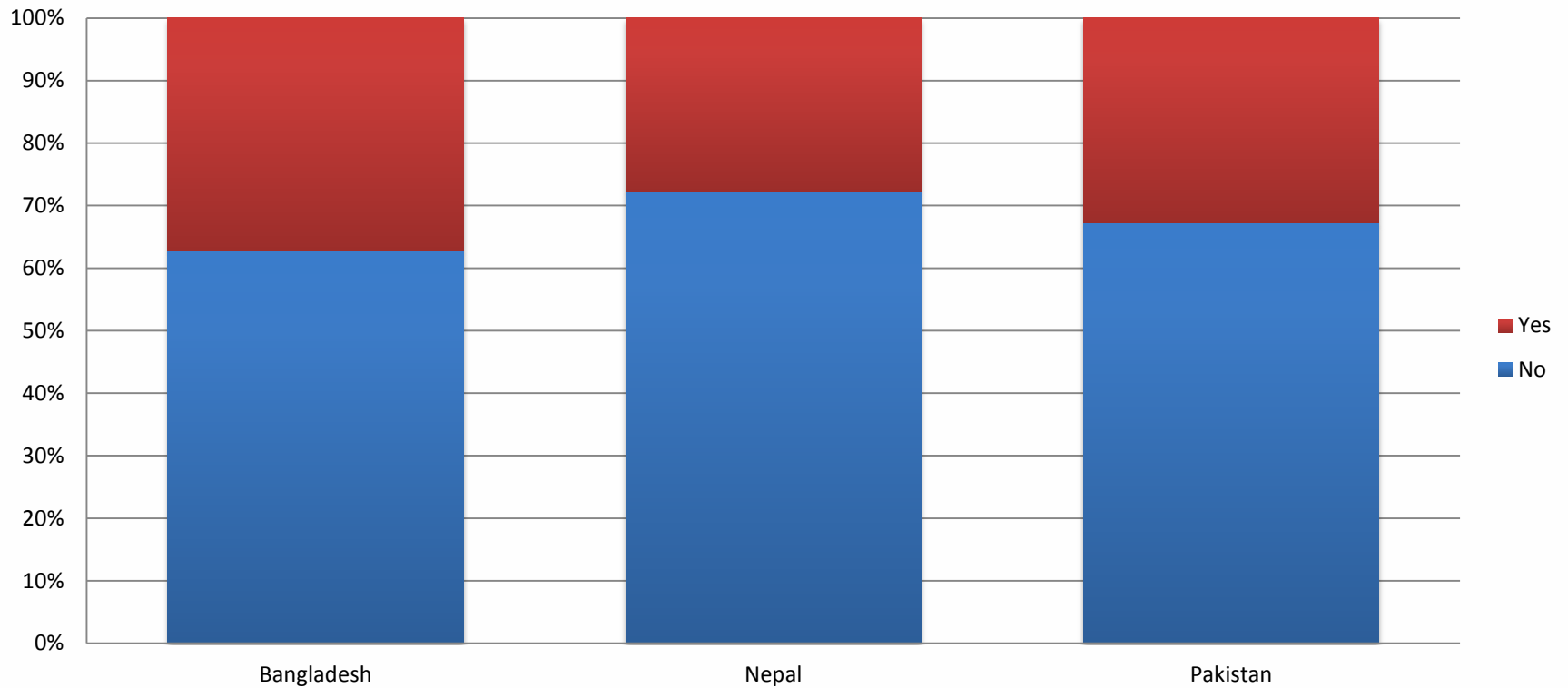


## Areas of Interest



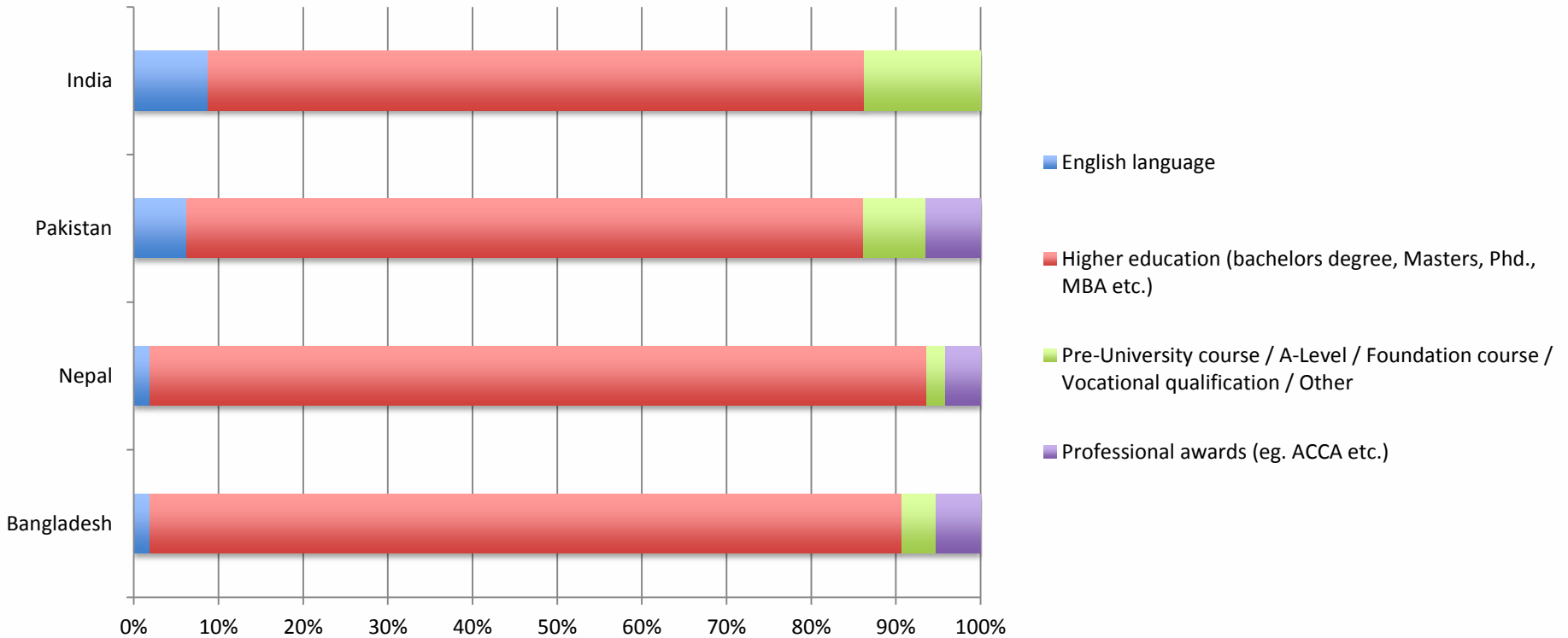


## Experience of Studying And Traveling Abroad

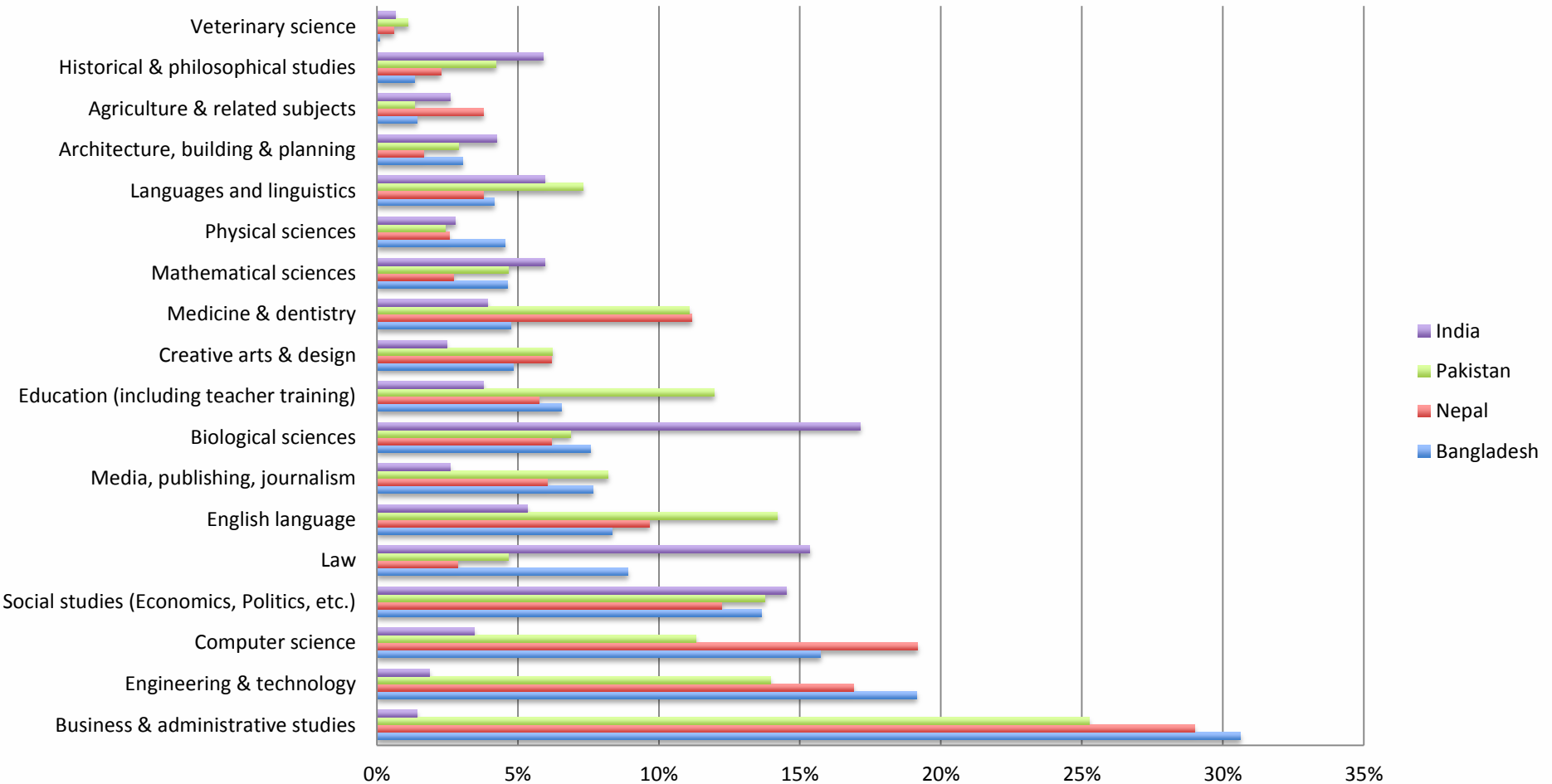


# Study Abroad Options

# Course Preference



## Subject Preference



# Factors Impacting Students Decision

## Destination Country

- Better Quality
- Improve Career Prospects
- Cultural Experience

## Selection of University

- Availability of Scholarship
- Career Prospects
- Quality of Course

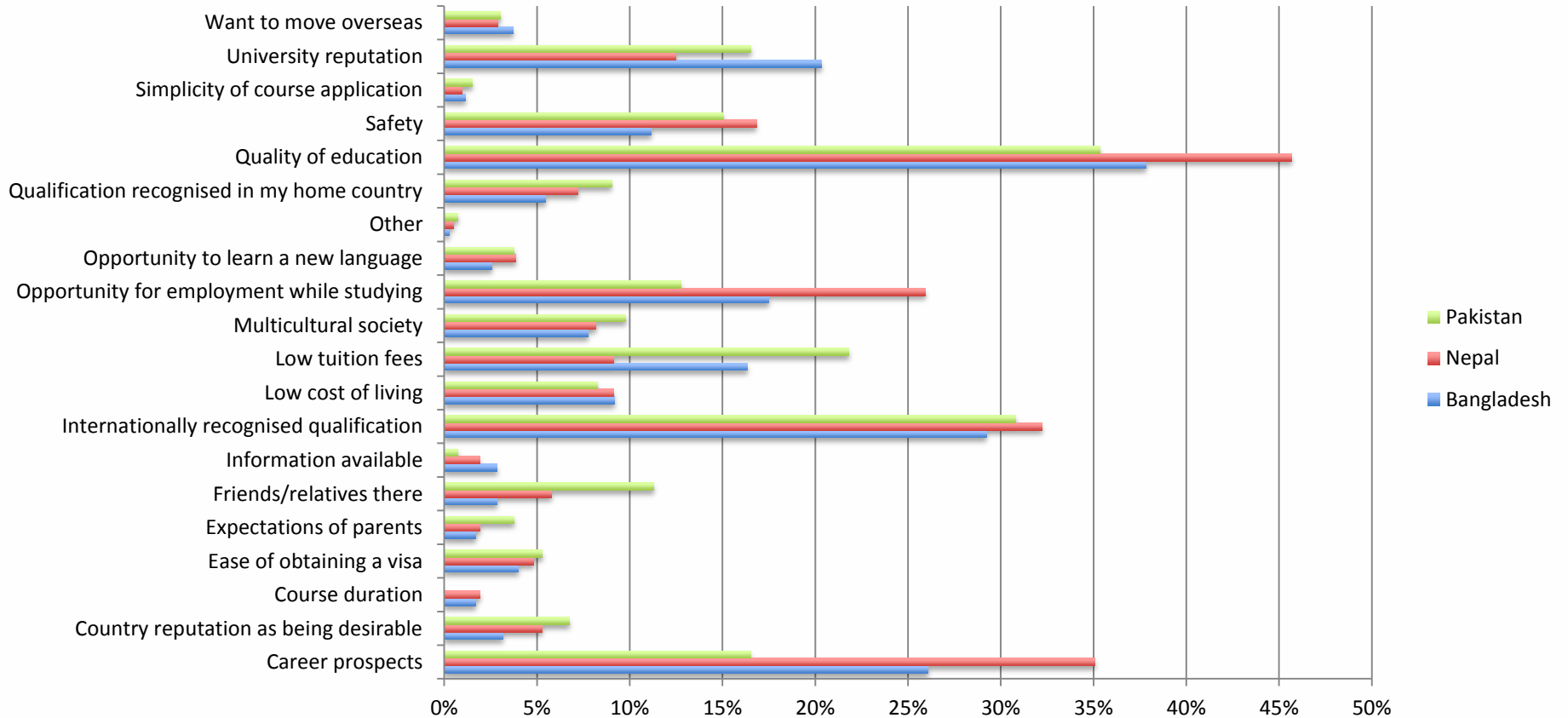
## What is Important

UG Select Country first & then the Institution

Bangladeshi PG respondents select institution first

Pakistani & Nepalese PG respondents select the country first

# Why United Kingdom





## Factors Influencing Decision

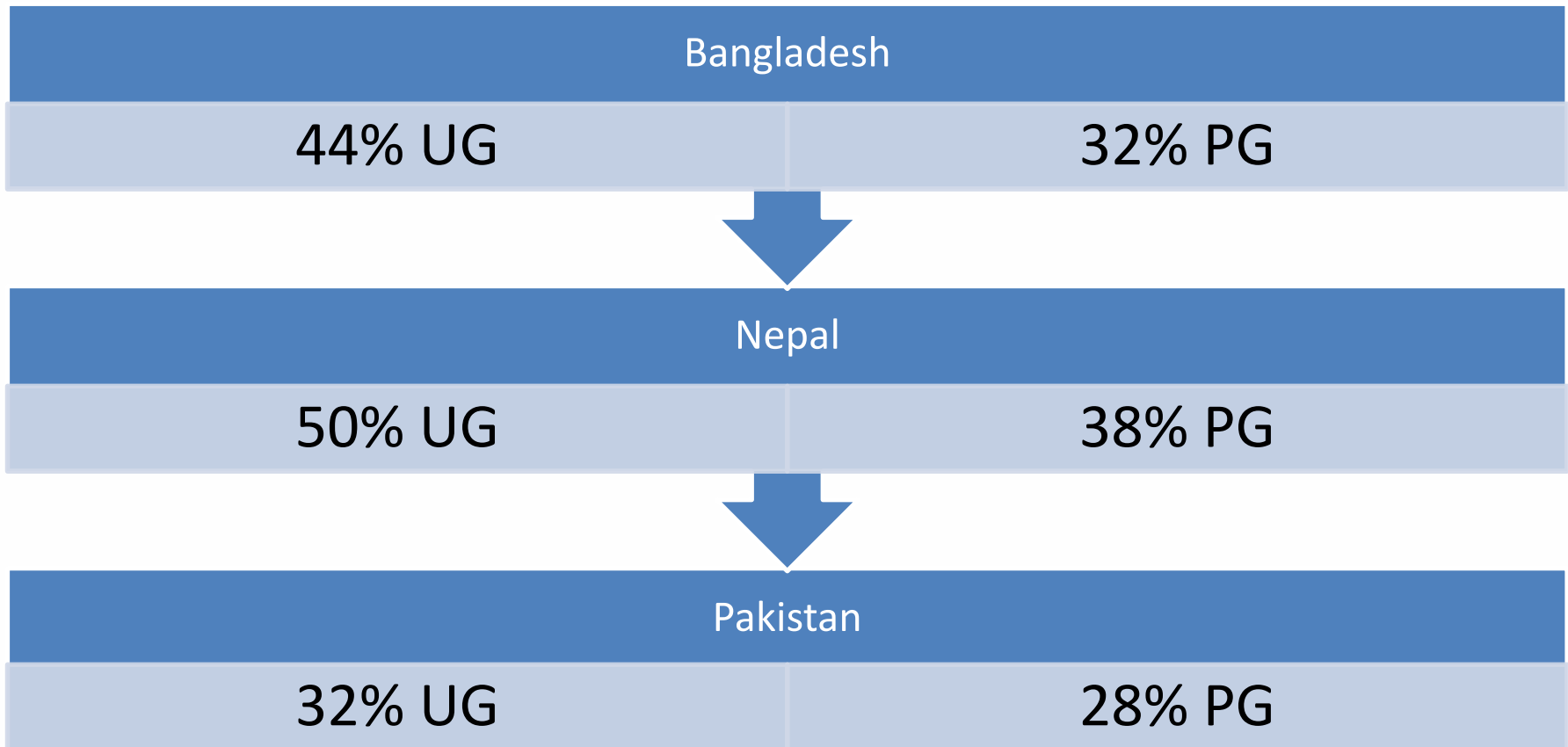
- Parents
- Employers
- Media

## Source of Information

- Internet(outside University Website)
- British Council
- Search Engines
- Institution Website or Prospectus

# Views on Local Representatives

## Students open to Local Representatives



## Services From Local Representative

UG

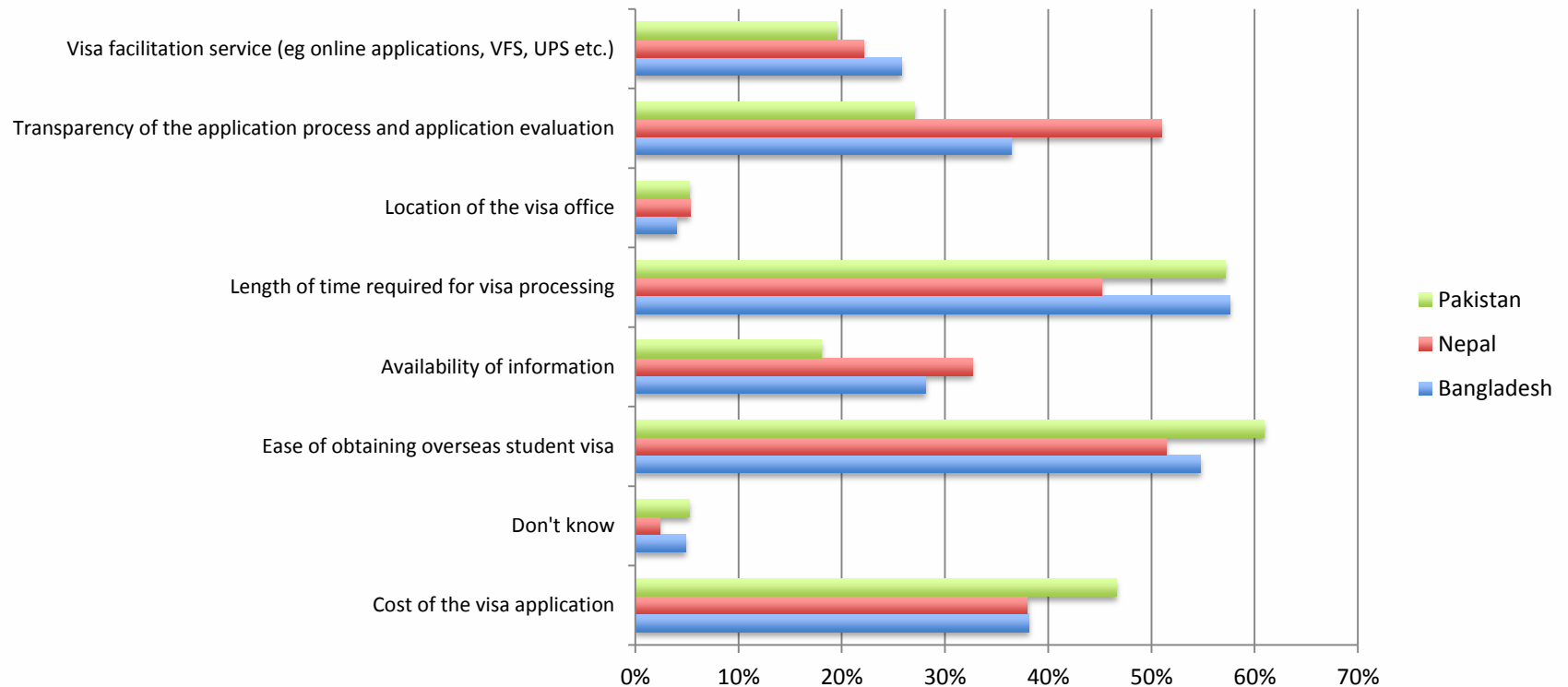
- VISA
- Advise on Countries
- Advise on Institution
- Other Services

PG

- Visa
- Other Services
- Submit Application
- Advise on Institution

## Views on Visa

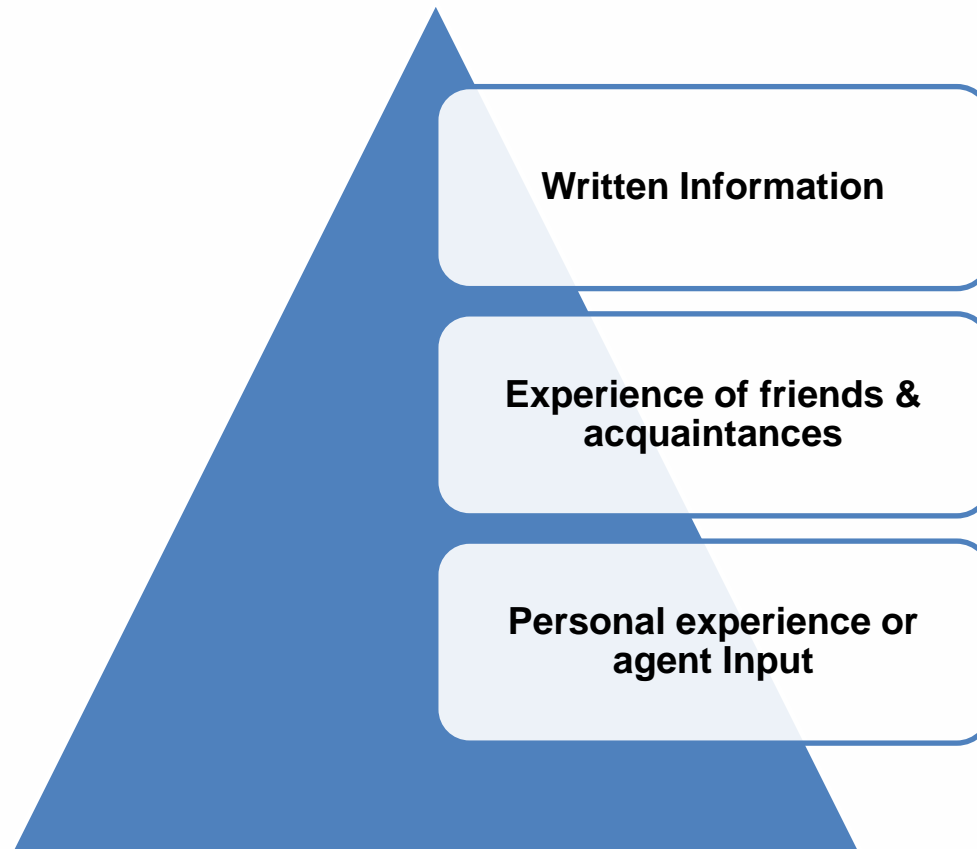
## Important Factors For Obtaining Visa



## Countries In Order of Complex Visa Frame Work

Under Graduate			Post Graduate		
Bangladesh	Nepal	Pakistan	Bangladesh	Nepal	Pakistan
USA	USA	USA	USA	USA	USA
UK	Australia	UK	Australia	Canada	UK
Australia	Germany	Canada	Canada	UK	Canada
Germany	UK	Australia	UK	Australia	Australia
Canada	Canada	Other	Germany	Other	Other

## Factors Influencing Visa Application





## Summary

- South Asia & specially India is a PG market, however UG numbers have grown in Bangladesh & Nepal.
- Nepalese students emphasis more on career prospects, however Bangladeshi on the reputation of the University
- Pakistani Students are least willing to use agents, however Nepalese & Bangladeshi are more open to agents.
- Students from Nepal & Bangladesh had special concern on transparency of the visa process while Pakistani students had concern on cost of visa application.
- Potential student from Nepal are more likely to be on a gap year than studying at University or college



# South Asia Recruitment Trends

The view from Edinburgh

Stuart Easter – International Officer

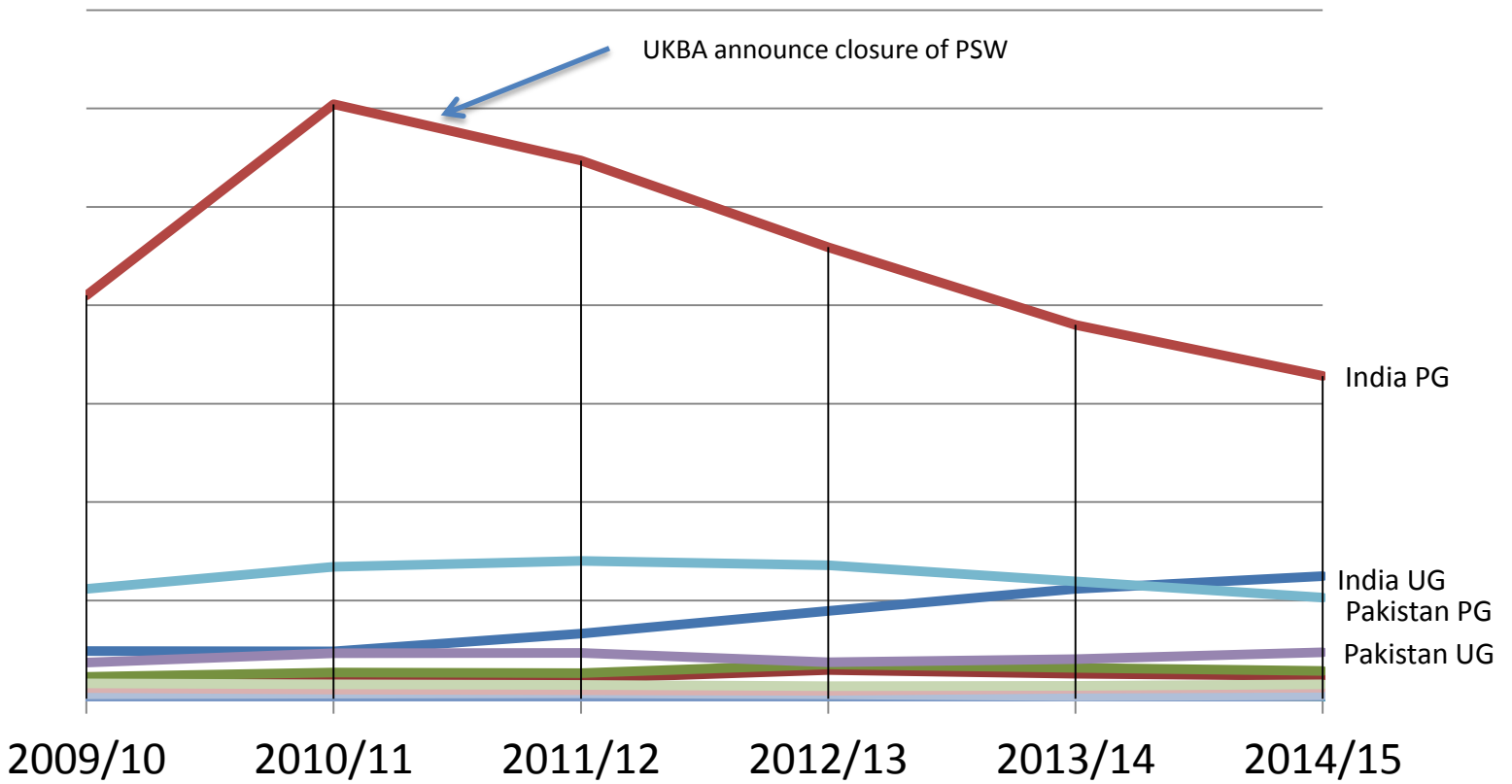


## Preamble

- Six years of reliable data, UG and PG
- SA = Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
- Applications, Conversion, Decliners, Enrolled Students

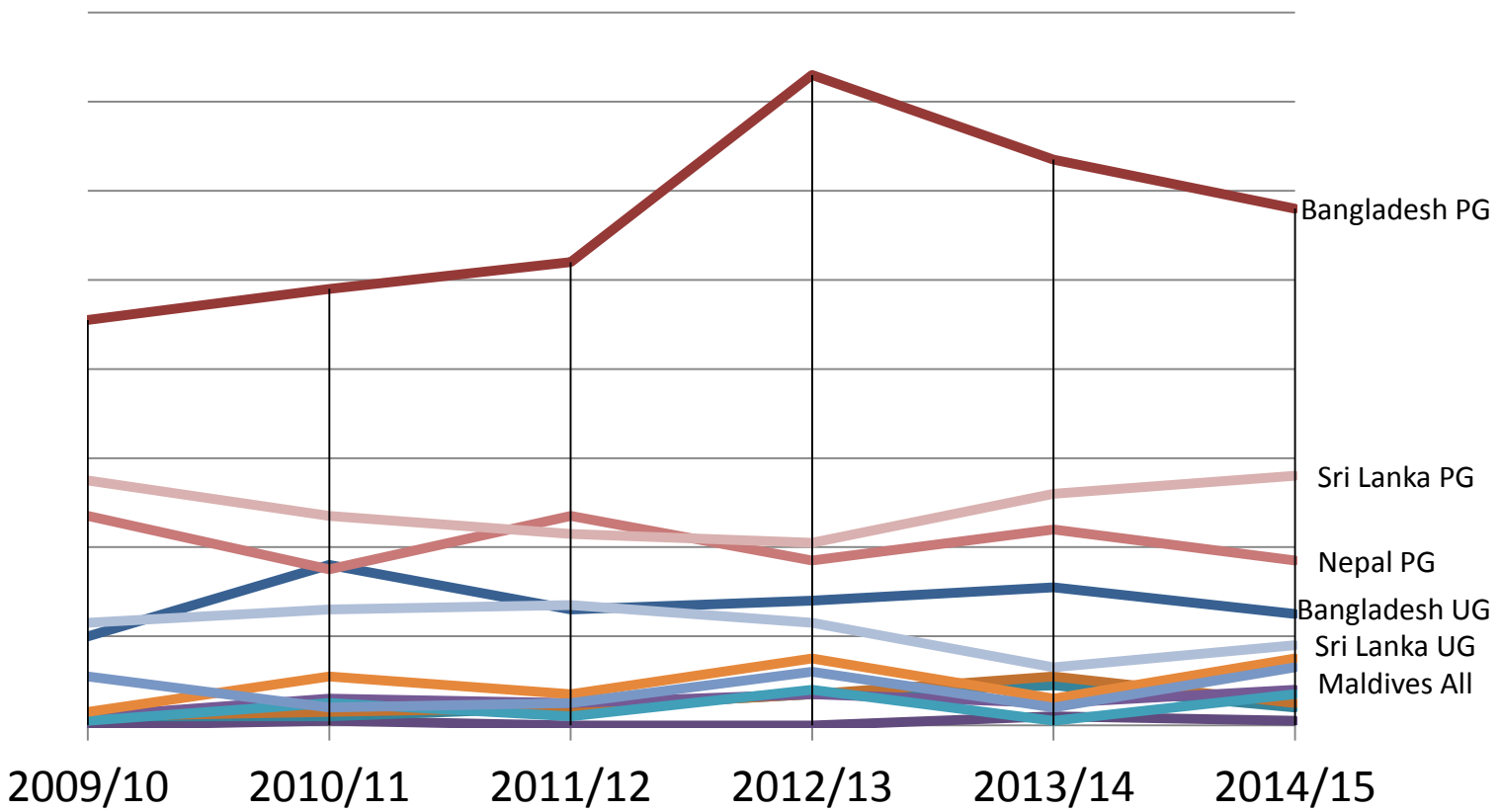


# Application Trends – Big Picture



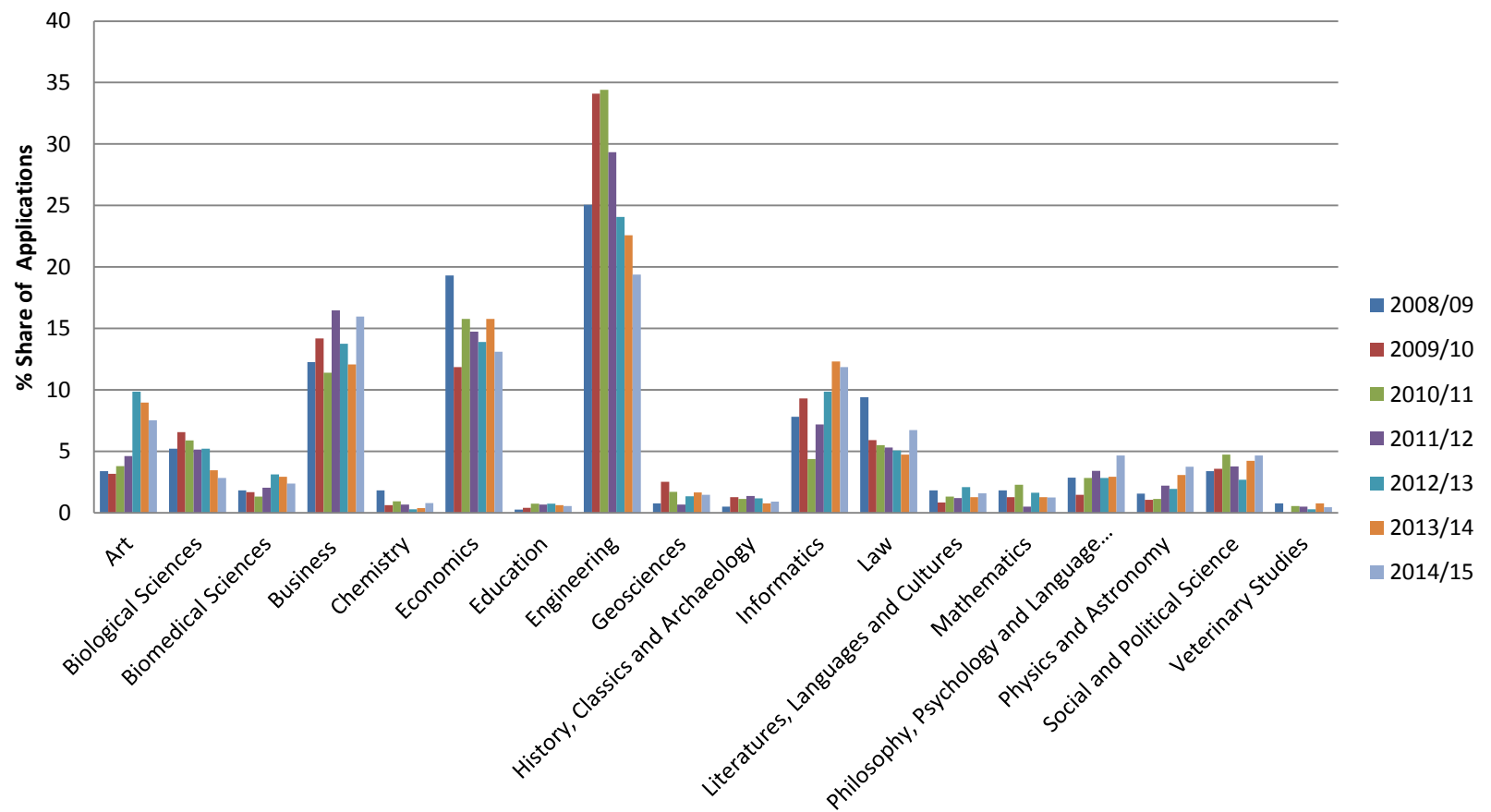


# Application Trends – Small Picture



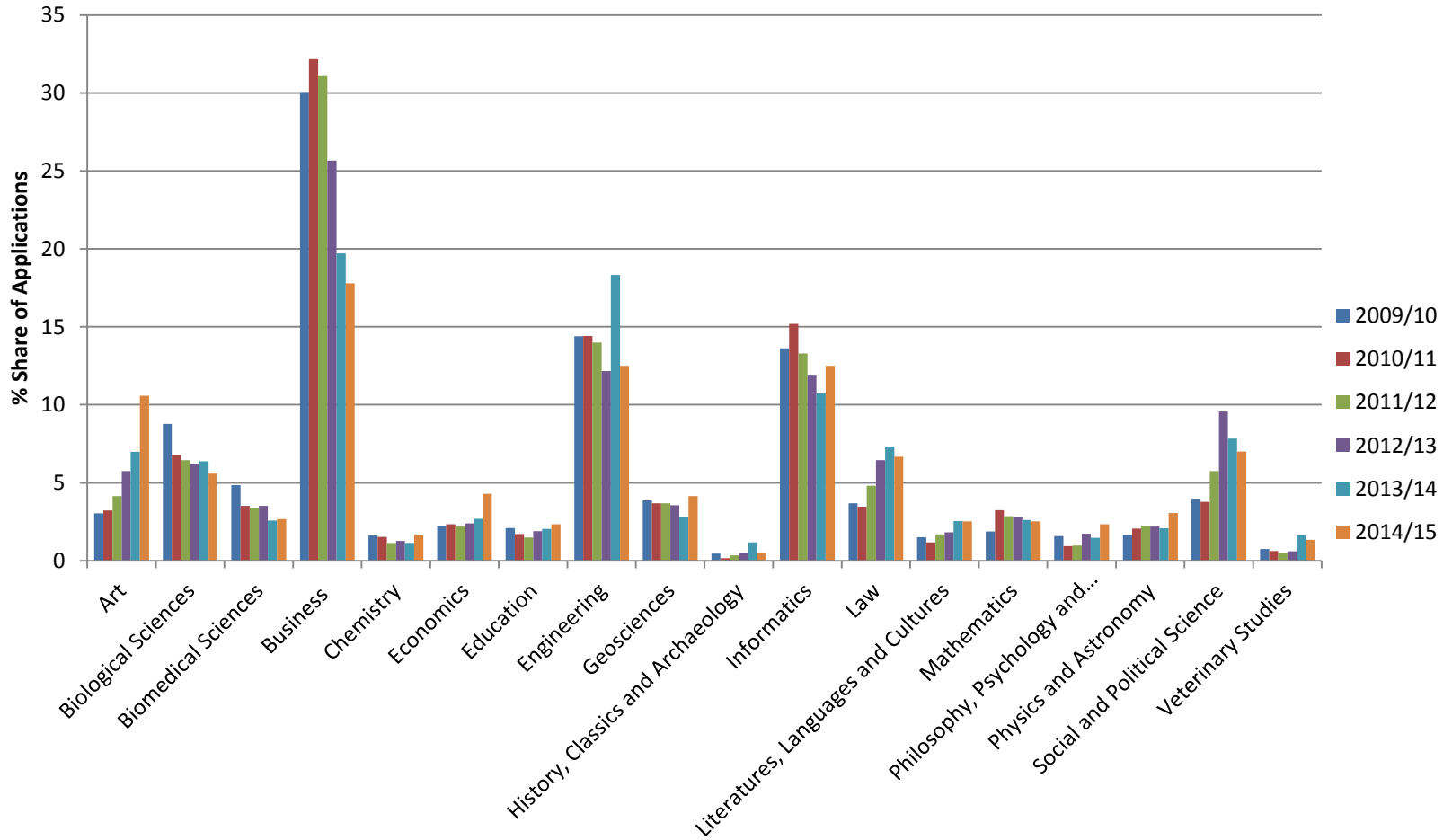


# Application Trends – UG Subjects





# Application Trends – PG Subjects





# Application Trends – UG Geography

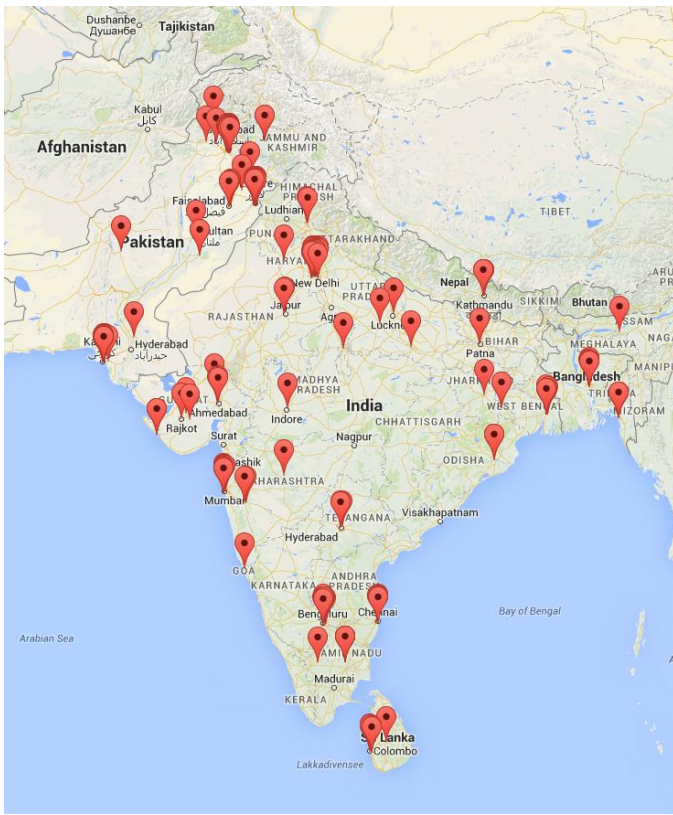
City	Apps
Delhi	13.1%
Karachi	9.9%
Lahore	8.2%
Mumbai	7.5%
Islamabad	4.6%
Bangalore	3.7%
Kolkata	3.5%
Dhaka	2.9%
Chennai	2.1%
Hyderabad	1.8%
Colombo	1.5%
Ahmedabad	0.9%
Chandigarh	0.7%
Kathmandu	0.5%
Coimbatore	0.2%
Other	39.0%







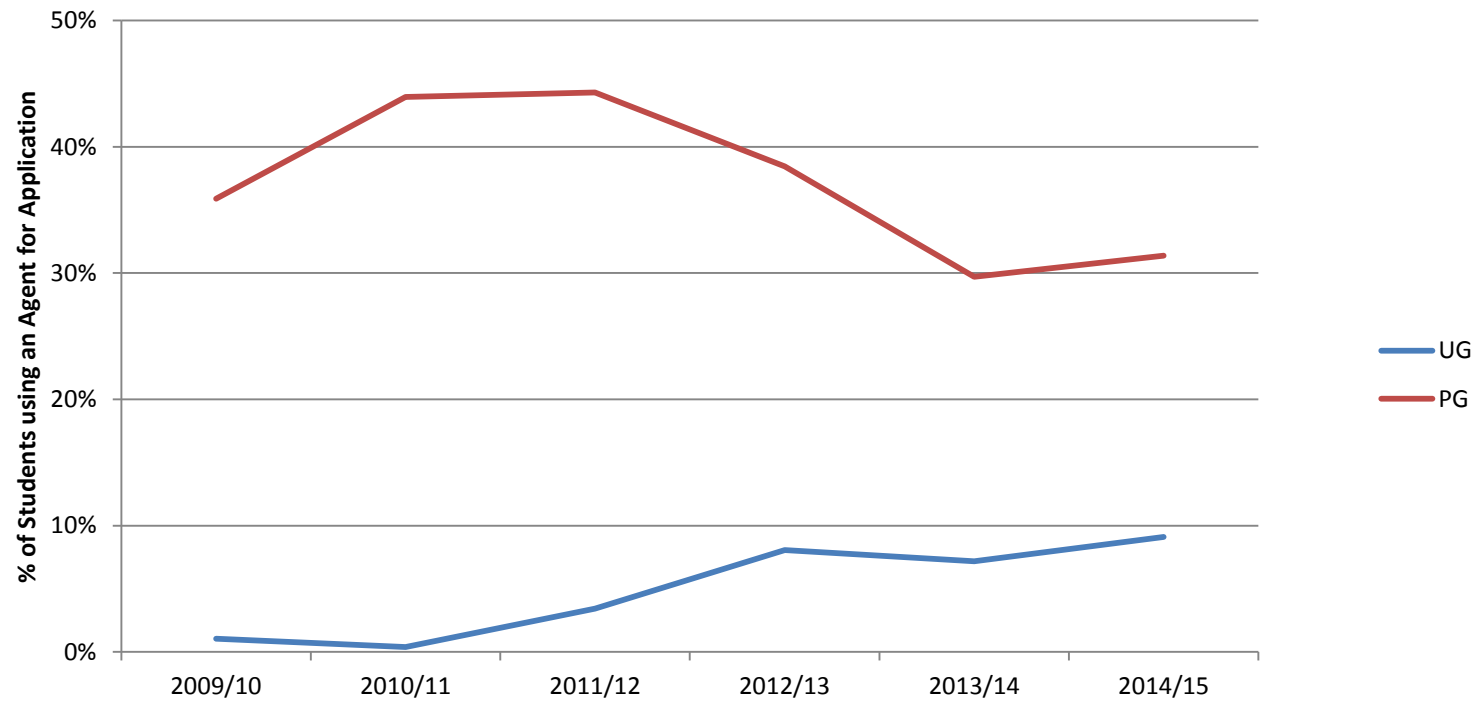
# Application Trends – PG Geography



City	Apps
Delhi	9.2%
Mumbai	5.6%
Chennai	5.3%
Bangalore	4.7%
Lahore	4.3%
Kolkata	4.1%
Karachi	2.8%
Hyderabad	2.6%
Islamabad	2.0%
Dhaka	1.7%
Ahmedabad	0.8%
Coimbatore	0.7%
Chandigarh	0.7%
Kathmandu	0.5%
Colombo	0.3%
Other	54.6%

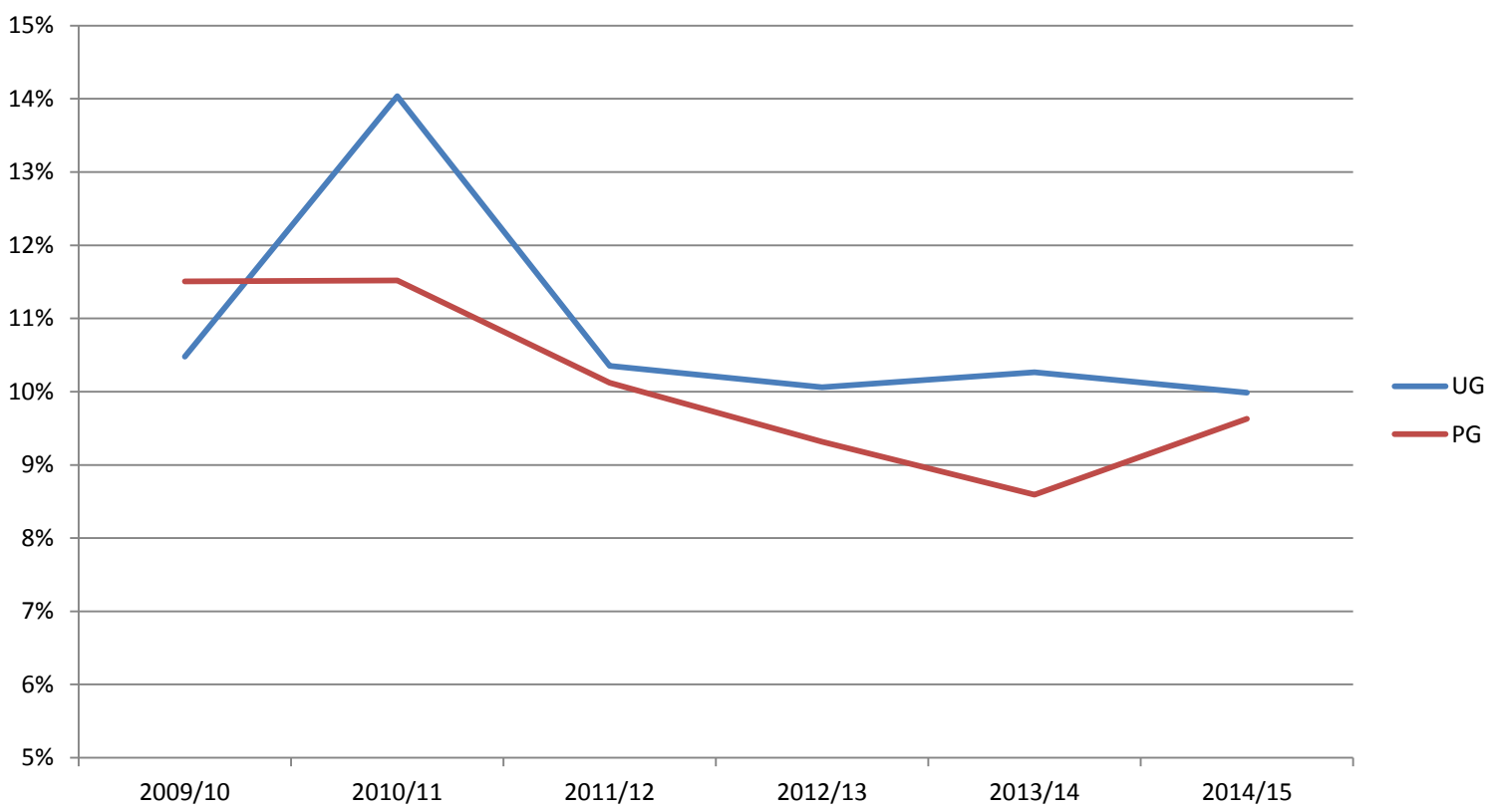


# Application Trends – Use of Agents





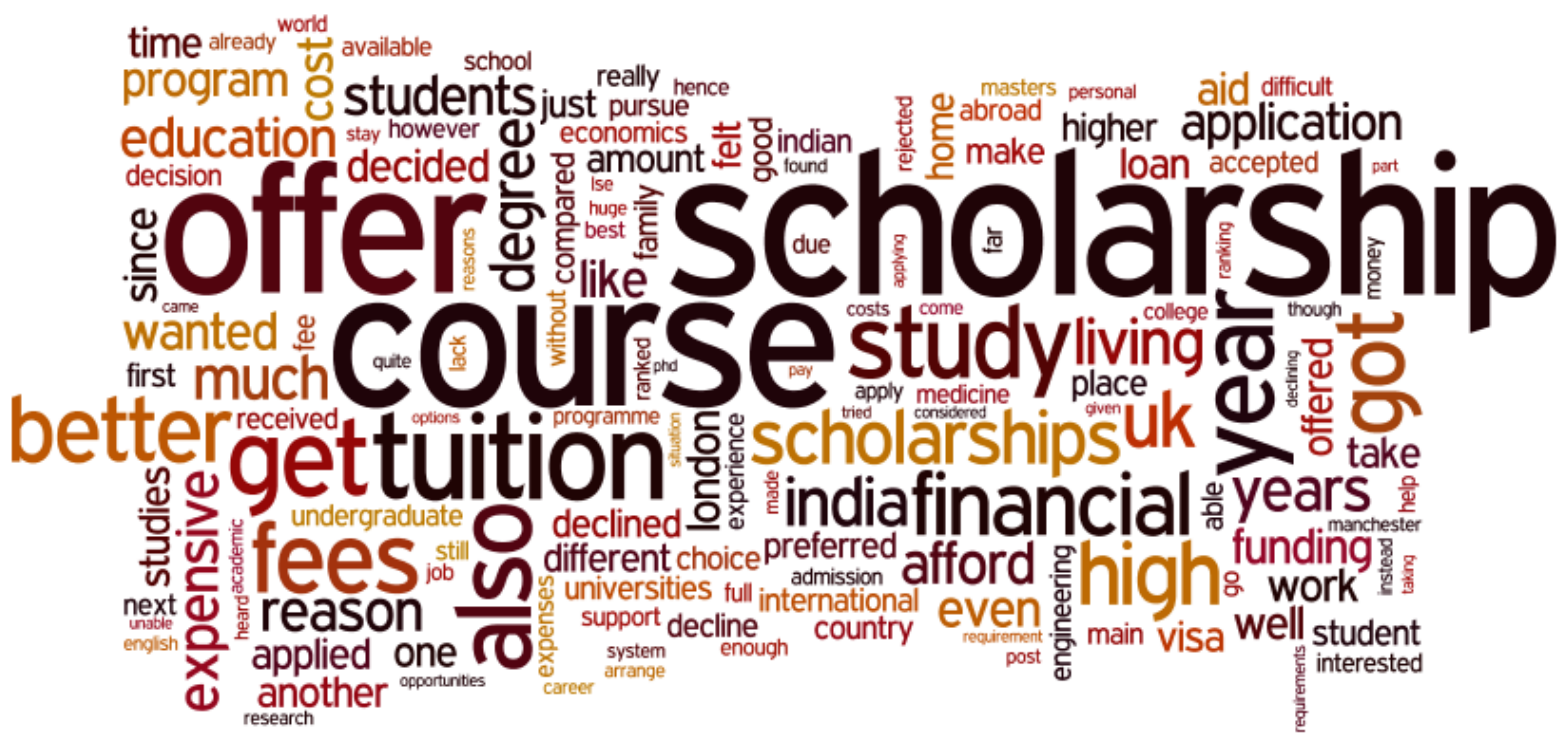
# Conversion Trends – App to UF





# Decliner Trends

What was the main reason for declining your offer?





# What do our enrolled SA students think?

## How did you find out about UoE?

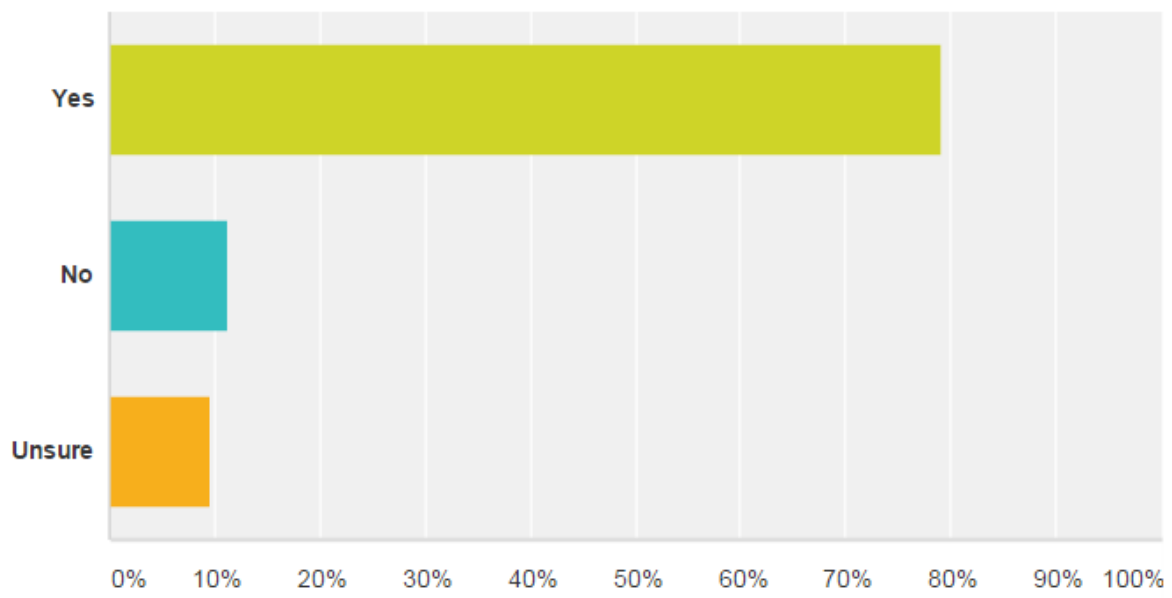
Answer Choices	Responses
▼ Word of Mouth (e.g. parent, relative, friend)	21.88%
▼ School Teacher/Counsellor recommendation	7.81%
▼ School - University of Edinburgh presentation	0.00%
▼ University Professor/Supervisor recommendation	1.56%
▼ Representative/Agent recommendation	9.38%
▼ Internet - Google (or similar) search	21.88%
▼ Internet - blog/article recommendation	1.56%
▼ Internet - University of Edinburgh website	7.81%
▼ University League Table	26.56%
▼ Education Exhibition/Fair	1.56%





# What do our enrolled SA students think?

Is it important for UoE staff to travel to India to meet students?





## Conclusions

- Growth in India UG Recruitment
- Subject spread increasing
- UG growth in North India / Pakistan
- South India mainly PG-focused still
- PG students increasingly apply direct
- Agents referring more UG students
- Funding main reason for declining offer
- Ranking main reason for accepting offer

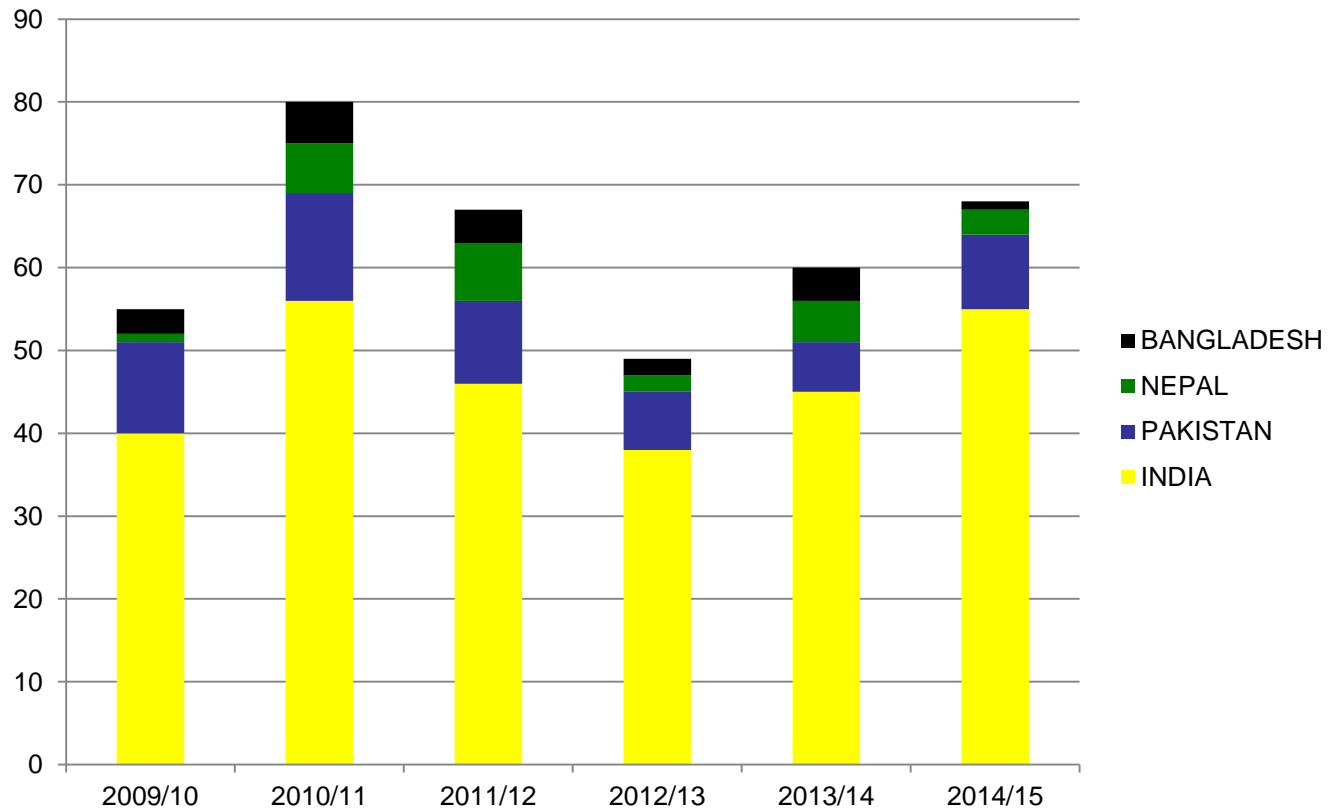


# South Asia Student Decision Making Session

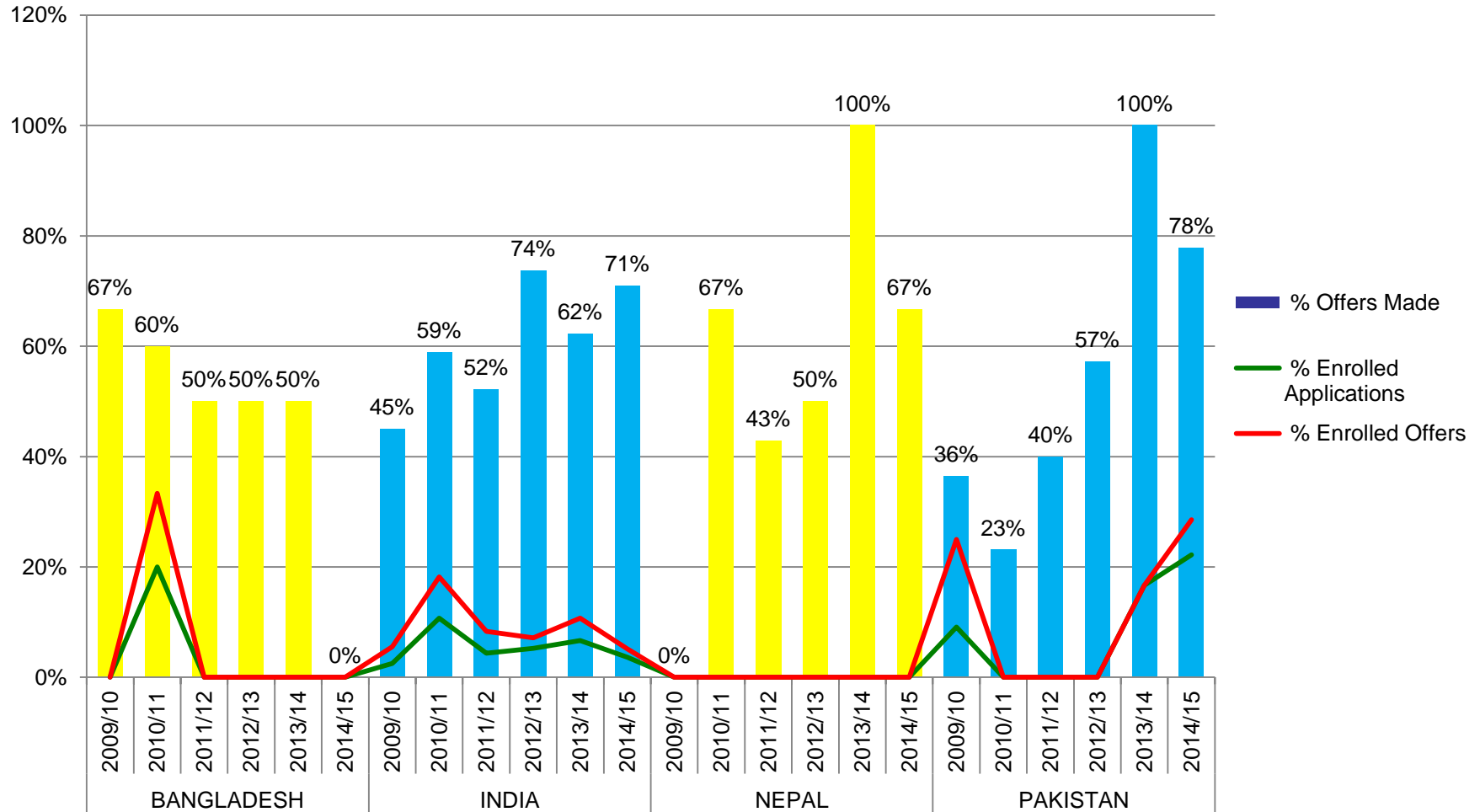
Andrew Bird  
Head of International Marketing & Student Recruitment  
SIEM Conference, Brighton  
11 December 2014

- South Asia – India, Nepal, Bangladesh and Pakistan
- Range – 2009-2014 (6 entry years)
- Data from:
  - Acceptors surveys
  - Decliners surveys
  - Student admissions data

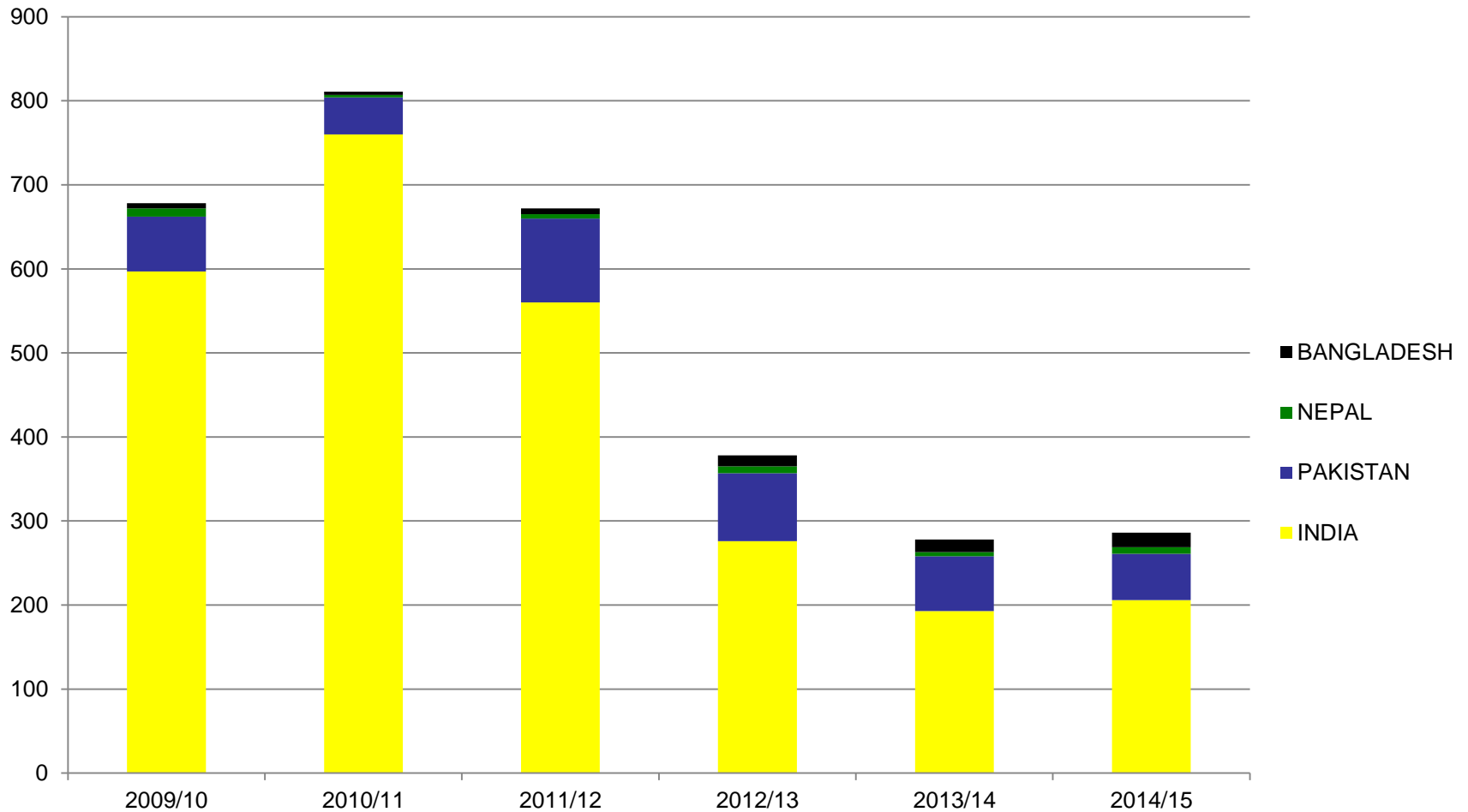
# S. Asia Full Time UG applications



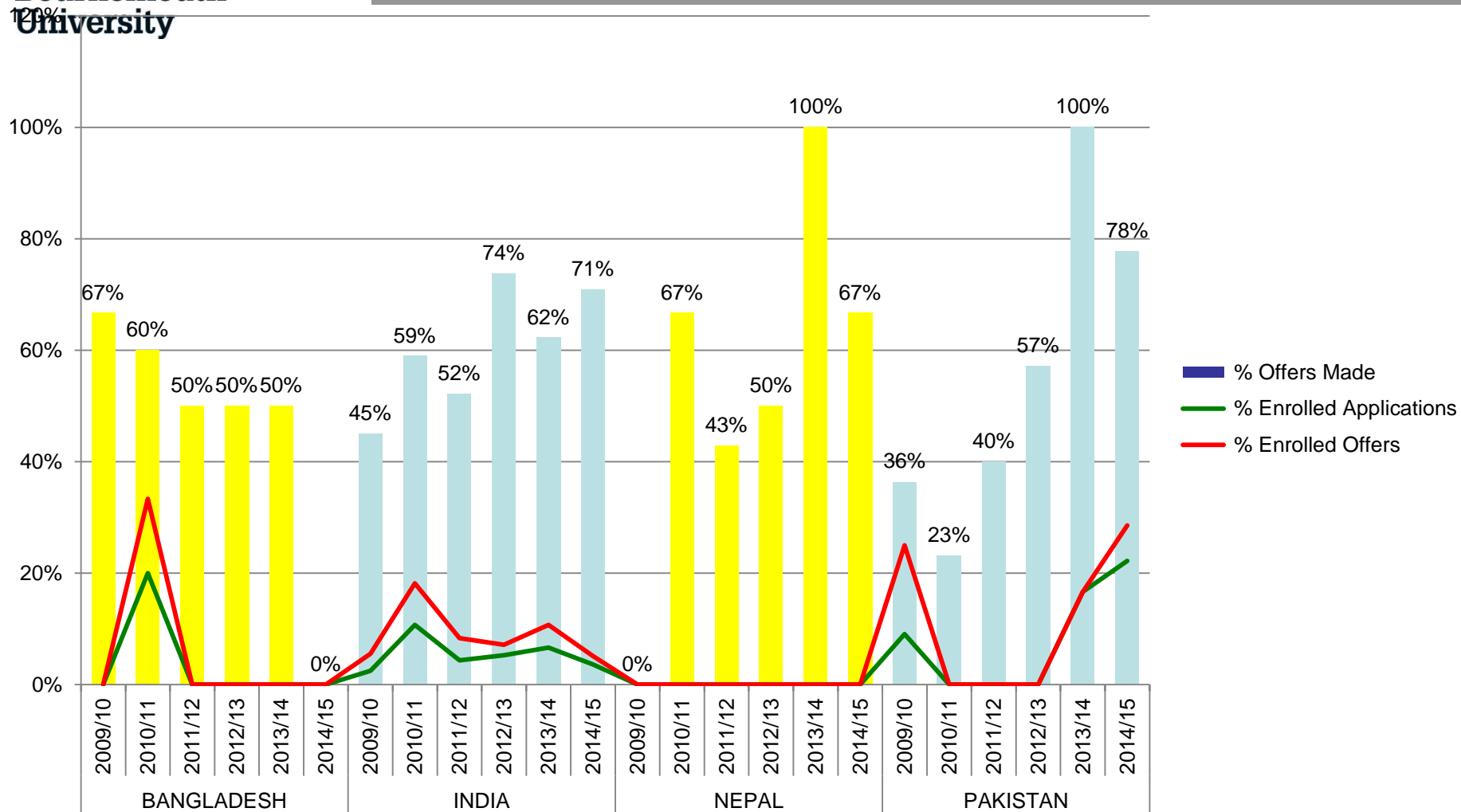
# Offers/Enrolled -UG



# S. Asia Full Time PGT applications

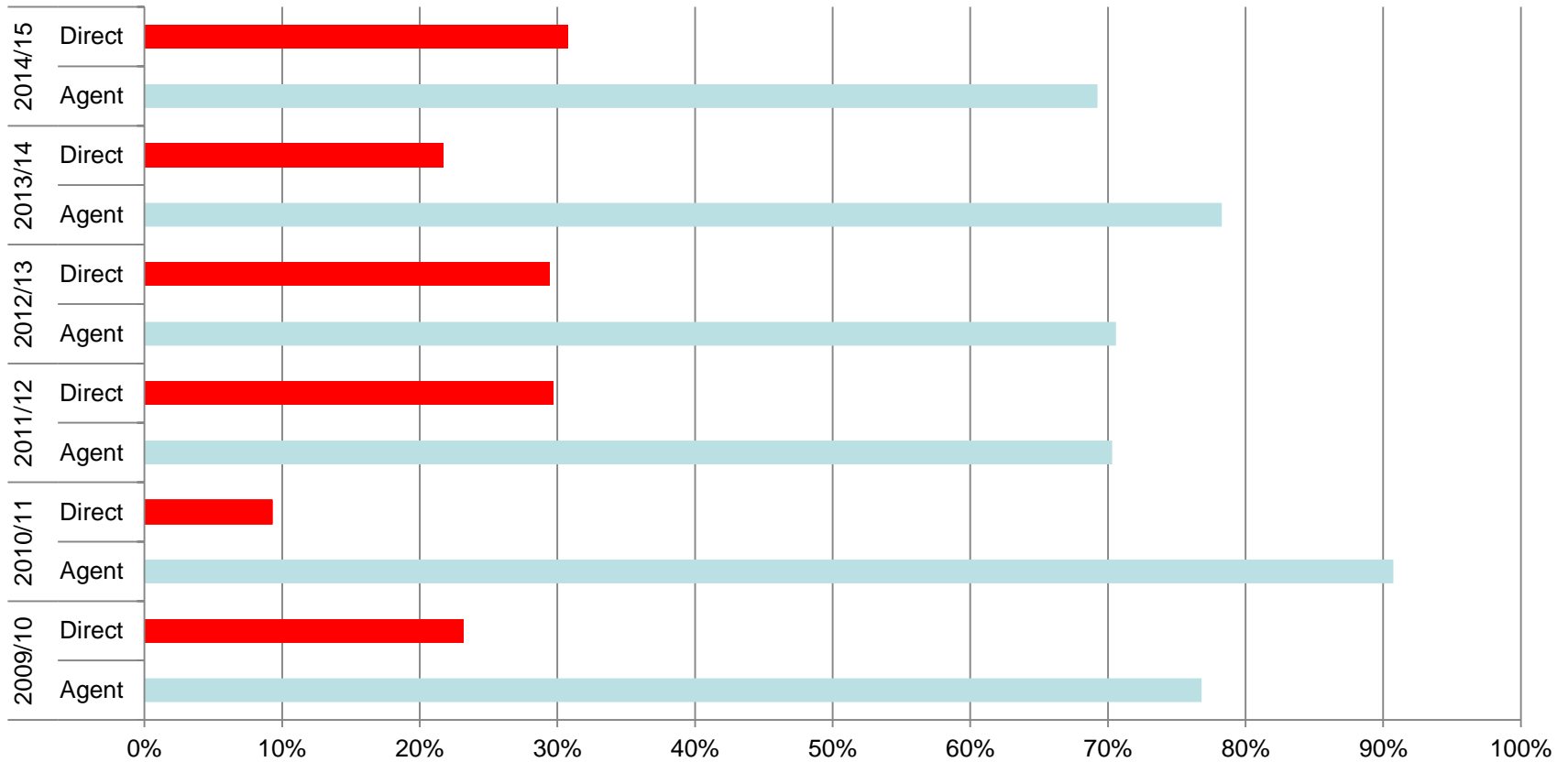


# Offers/Enrolled -PGT

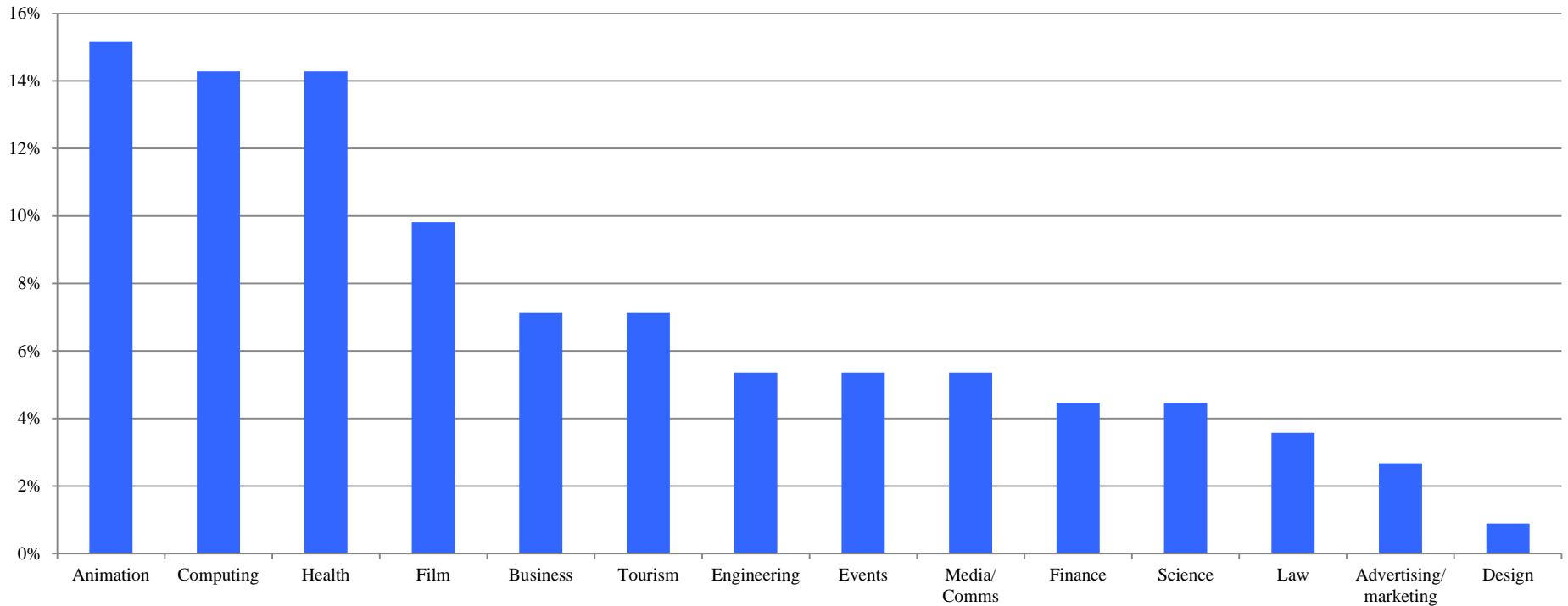


# Agent vs Direct Enrolled PGT

## INDIA



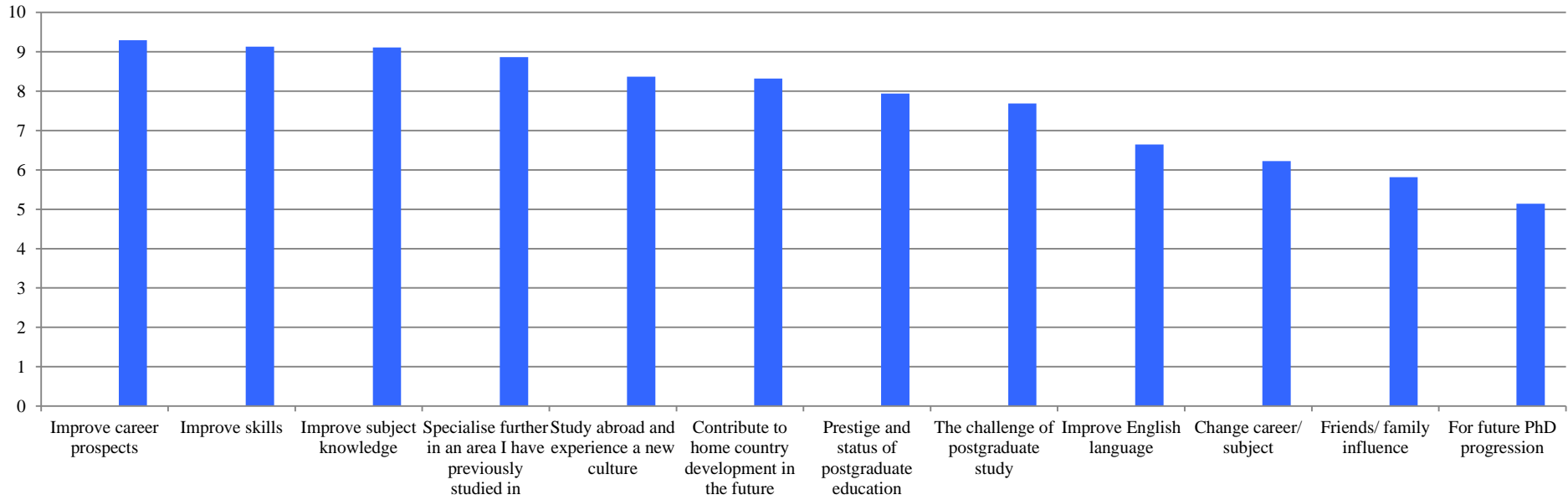
# BU subject areas





# Motivation to study

Please rate the following factors from 1-10 in terms of their importance to you as a motivation for considering postgraduate study, where 1 is 'not important at all' and 10 is 'very important'. (Average score shown from 31 respondents).

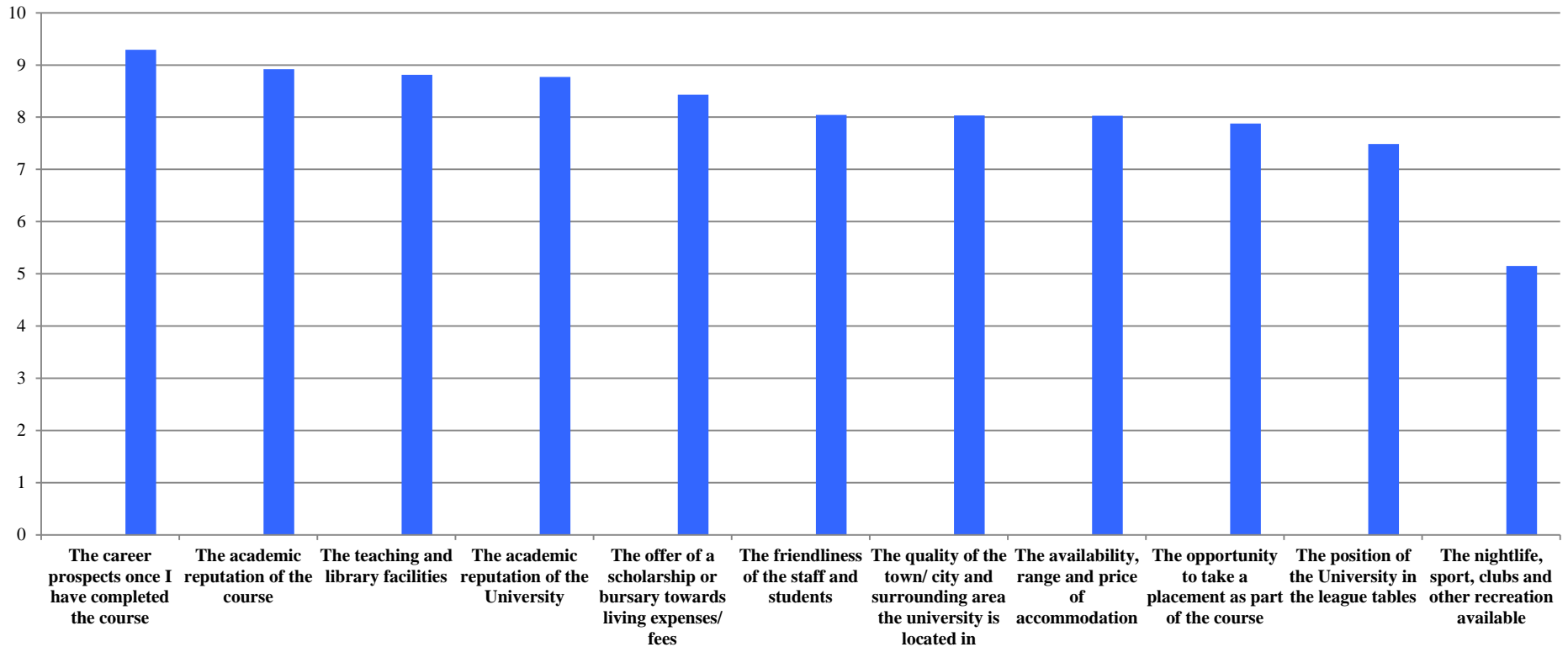




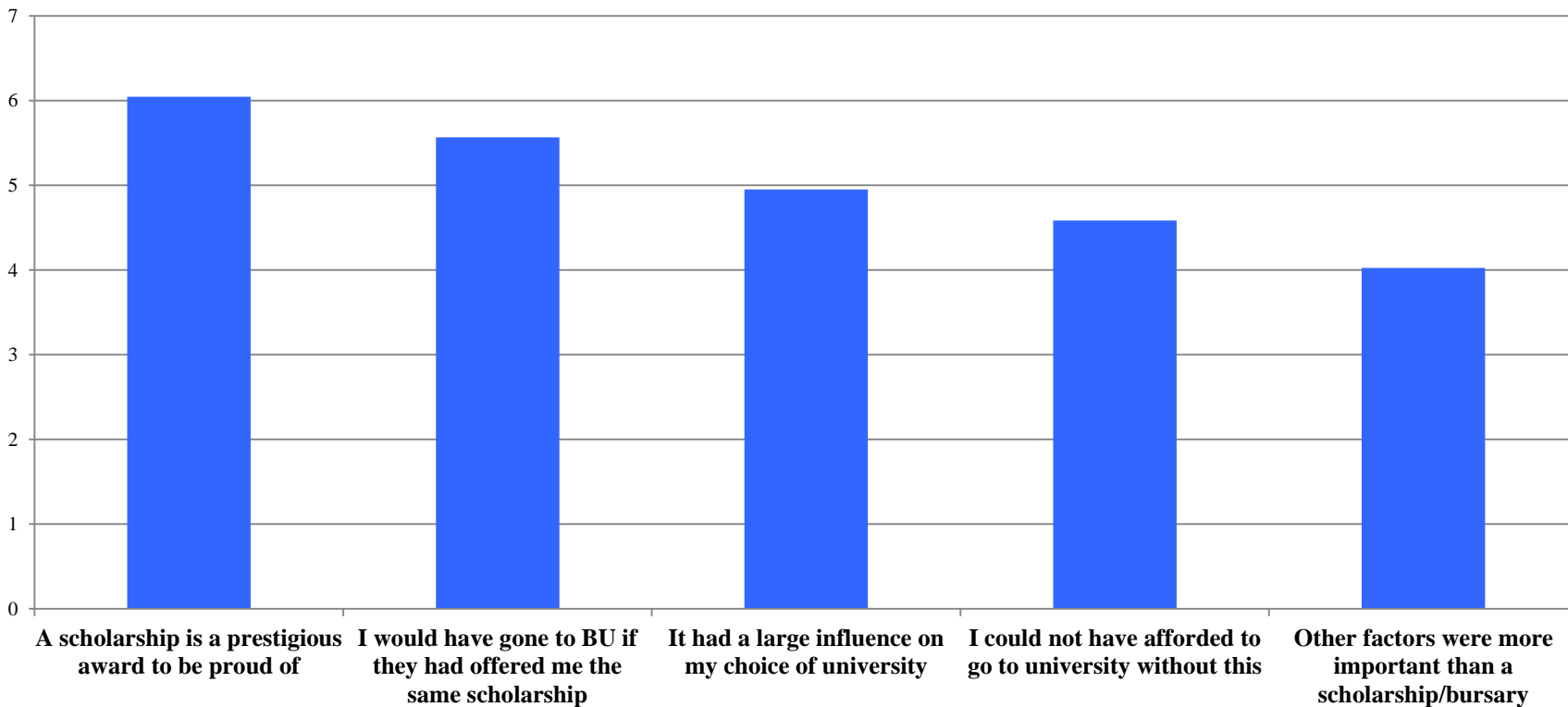
**Bournemouth**

# Choices choices

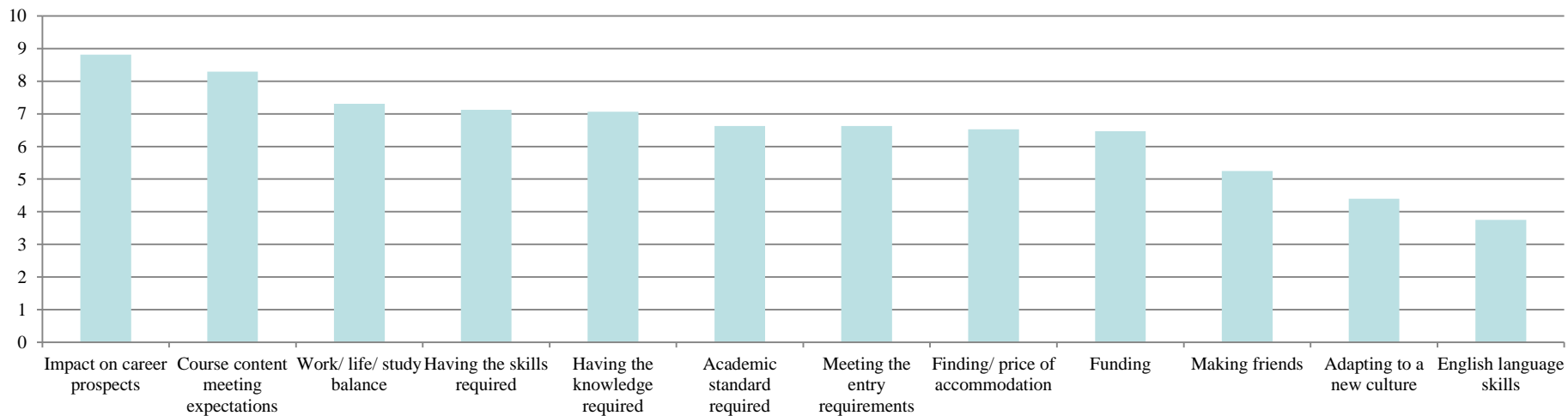
PLEASE RATE THE FOLLOWING FACTORS FROM 1-10 IN TERMS OF THEIR IMPORTANCE TO YOU WHEN CHOOSING YOUR UNIVERSITY, WHERE 1 IS 'NOT IMPORTANT AT ALL' AND 10 IS 'VERY IMPORTANT'. (AVERAGE SCORE SHOWN FROM 75 RESPONDENTS).



# Scholarships



# Concerns



# Findings

- UG applications on the rise vs PGT
  - BUT conversion much worse (especially India)
- Agents generally still an important part of the marketing mix however after loss of PSW, less so.
- Rankings important (ish)
- Subject areas of interest not changed
- Scholarships – mixed messages.
- India PGT – I'd like to come but...

## So what?

- Employability, employability, employability
  - BUT has to be supported with case studies/alumni engagement/employer references
  - More PGT programmes 18-21 months with relevant work placements
- Greater engagement across all channels (webinars, live chats, phone campaigns, etc...)
- Experiential marketing – bring BU to the student (guest lectures, interactive video, virtual exhibitions, etc)
- More (comms), more (time), more (resource) and we may stand still