

GMS

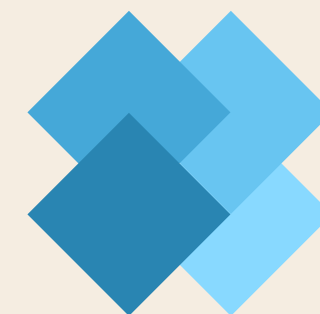
# Case Study



Global Study on International Student Mobility

Published By:

**Global Matrix Survey**



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SURVEY

# Agenda

## Target Audience

Students from China and India currently studying abroad (UK, USA, Australia) or preparing to study abroad, and their parents.

## Sample Size

20 respondents (10 students, 10 parents)

## Length

03 weeks

## Methodology

FGDs & IDIs

## Research Countries

India, China

### Trivia

China and India account for nearly 45% of international students in top study destinations like the UK, USA, and Australia.



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# Objective

- To explore key factors influencing students' choice of country, institution, and field of study.
- To understand the financial, emotional, and logistical concerns of parents.
- To assess challenges faced by students during their study abroad journey.

# Approach & Method

## Approach

- **Segmented Recruitment:** Engaged students at undergraduate, postgraduate, and pre-departure stages.
- **Parental Perspective:** Conducted IDIs to understand financial planning and expectations.
- **Balanced Representation:** Ensured diverse participation across gender, academic disciplines, and household income levels.

## Methodology

- **Focus Group Discussions (FGDs):** Conducted with 10 students, grouped by study level and country of residence (2.5-hour sessions).
- **In-Depth Interviews (IDIs):** Conducted with 10 parents to gather detailed insights on financial and emotional aspects (60-minute sessions).
- **Multi-Time Zone Scheduling:** Managed coordination across regions for seamless participation.





# Solution

## Key Findings:

- Decision Drivers: University rankings, career prospects, and post-study work opportunities were key factors for students.
- Parental Concerns: Financial burden, safety, and long-term job security were top considerations.
- Challenges Identified: Visa processing delays and cultural adaptation issues were common pain points.

## Outcome:

- The study provided actionable insights for policymakers and educational institutions to enhance support services for international students and their families.

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