

## **Factors Considered by International Students from Asian Countries to Choose English-Medium in Degree Programs at a Japanese University**

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### **Summary**

The aim of the study reported here was to identify factors considered by international students from Asian countries to Choose English-medium degree programs at a Japanese University. According to a TEM (Trajectory Equifinality Model) analysis of interview data, three stages were identified in students' decision-making, namely Istage thinking about the possibility of expanding their education; IIstage considering various countries, and IIIstage considering various universities. The push factors in stages of I and II were found to include not only students' countries of origin but also the countries in which they were staying, English countries, and countries in which languages they had learned were spoken. The pull factors in IIIstage were both Japan and the university that Asian students chose. The data indicate the influence of Japanese students studying abroad, as international students from other Asian countries choose the university on the basis of their advice. Finally, the data suggest that to attract international students from Asian countries, the university should target schools with IB programs, such as international schools. Furthermore, publicity to Japanese students studying abroad enrolled in IB program was effective in recruiting Asian students, because Japanese students spread positive images of the university.

Key words : EMDP (English-medium degree programs), international students from Asian countries, factors to choose a university in abroad, TEM (trajectory equifinality model)