

# A Study on Mainland Chinese University Students' Decision and Intention of Selecting Universities in Taiwan

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## ABSTRACT

Since the birthrate in Taiwan is decreasing, the population of students is also decreasing progressively. Besides, the strong competition pressure from universities all over the world after Taiwan joined the WTO, the mechanism of education market in Taiwan shows a pattern that the strong will stay in the business but the weak will be screened out. For example, in August of 2002, after implementing the latest regulations of university entrance, there is a serious phenomena appeared in some universities that they could not enrol enough new students; this problem is going to be more serious in the future, and it may jeopardize the operation or even the existence of universities. As a result, it is important for the universities and colleges in Taiwan to improve their competitiveness to attract new students both nationally and internationally. This research aims to study the motivation from mainland students who may come to study in Taiwan, and the findings can help to be the blueprint for us to predict the factors that can attract the mainland students to come to study in Taiwan; moreover, by interviewing some mainland students studying in Taiwan at present, it is to observe the factors that may affect their decision while selecting a university. In August of 2005, by employing the method of snowballing and sampling, the researcher interviewed some mainland students studying a short-term course in Taiwan. The main purpose of this research is attempting to provide a reference for the mainland students who are willing to come to study in Taiwan for their higher education when the gates of education from both sides are open in the future. Moreover, the findings from the research may provide the universities and colleges in Taiwan with tactics of enrolling new students, thus, the universities can develop good preparations and strategies to attract students from Mainland to study in Taiwan.

Keywords : Mainland students ; will of coming to Taiwan ; decision of selecting schools

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