

Adopting the Motivation-Opportunity-Ability model to Evaluate the Intentions of Thai Students to Study Abroad

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Abstract

In recent year, the growth of globalization phenomenon and the world economy has posed a challenge to the education system which also has led to an increasing the number of students studying abroad. In Thailand, there are over 80,000 Thai students studying overseas every year and the number tends to be increasing dramatically each year. To find out factors of this newly trend is not only an economical but also educational concern. Therefore, this study focused on the underlying motivations of Thai students to study abroad. The hypotheses were developed based on a series of literature review and in depth interviews. The survey was conducted using 200 Thai students as the subjects. This study adopted the motivation – opportunity – ability model (MOA) to evaluate the intentions of Thai students to study abroad. The results indicated that motivation is the most important factor to facilitate Thai students to go abroad, followed by ability. Opportunity appeared to have insignificant influence. Furthermore, positive Word-of-mouth tended to enhance the influence of MOA on students' oversea study intention.

Keywords: *MOA, Word of Mouth (WOM), Intention to study abroad.*