



Study of Gen Z Vietnamese prospective international students and their parents

Summer 2022

INTO 

UNDERSTANDING THE OPINIONS OF GEN Z VIETNAMESE STUDENTS

Vietnam has been South East Asia's fastest growing economy, and despite a population of less than 100 million, Vietnam became the third largest country for outbound student flows in 2019 (source: Oliver Wyman).

The country has the fastest growing middle class in South East Asia, projected to grow by between 33 and 44 million people by 2025, and the tertiary enrolment rate has increased from 10% in 2001 to 29% in 2019. Vietnam will therefore continue to be a key source of globally mobile students.

The importance of this market is why INTO has recently invested in opening University Access Centres in Ho Chi Minh City and Hanoi.

A total of 1,000 Generation Z (Gen Z) students who were considering studying abroad and 500 parents took part in the survey. The survey was carried out for INTO in May/June 2022 by iResearch, a third-party market research organization.

The survey was conducted online (in English), and participants were screened on the basis of whether they were considering studying abroad and age.



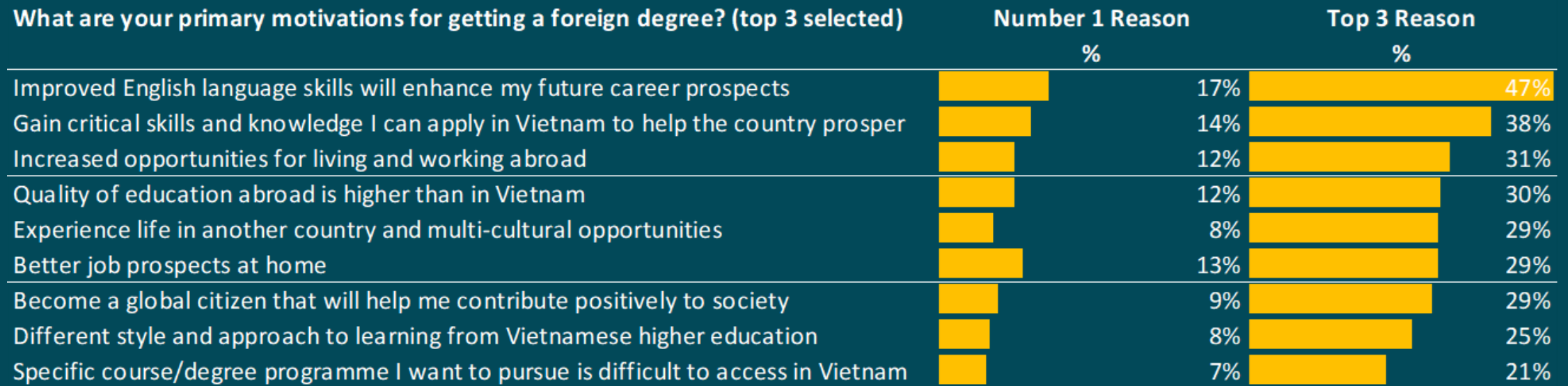
KEY FINDINGS

- Improving English language skills and perceived benefits for enhancing career prospects is the greatest motivator for Vietnamese Gen Z students to study abroad.
- Amongst both parents and students, cost of living and education is a major concern around study choices.
- More than 4 in 5 Gen Z students stress the importance of their parents as key influencers in study abroad choices, which means universities and other stakeholders must communicate to a multi-generational audience. Cost and safety are the two most important issues for parents.
- Online content is overwhelmingly considered the most useful source for information gathering. University representatives and school counsellors are the next most insightful sources.
- However, the value of face-to-face engagement with those providing advice and guidance is important across all Gen Z age groups and their parents.
- English speaking countries are the major destinations considered by Vietnamese Gen Zs. Over half are considering a foreign degree from an Asian university as one of their top 3 choices.

IMPROVING ENGLISH LANGUAGE SKILLS AND PERCEIVED CAREER BENEFITS ARE KEY MOTIVATORS FOR STUDYING ABROAD

- Improving English language skills and perceived benefits for career prospects is the greatest motivator for Vietnamese Gen Z students to study abroad. English skills are seen as important, reflected by UK, Australia, US and Canada as key destinations.
- This study showcases a strong social conscience, with the study experience seen as enabling the individual to return home with skill sets that will help Vietnam prosper – by some margin the second most popular motivating factor.

What are your primary motivations for getting a foreign degree? (top 3 selected)



COST OF LIVING AND SAFETY ARE KEY CONCERNS AROUND STUDY ABROAD CHOICES



Amongst parents and students, the cost of living and education is a major concern around access to preferred study choices.



Second most significant concern is how the pandemic is impacting on health and safety in destination countries.

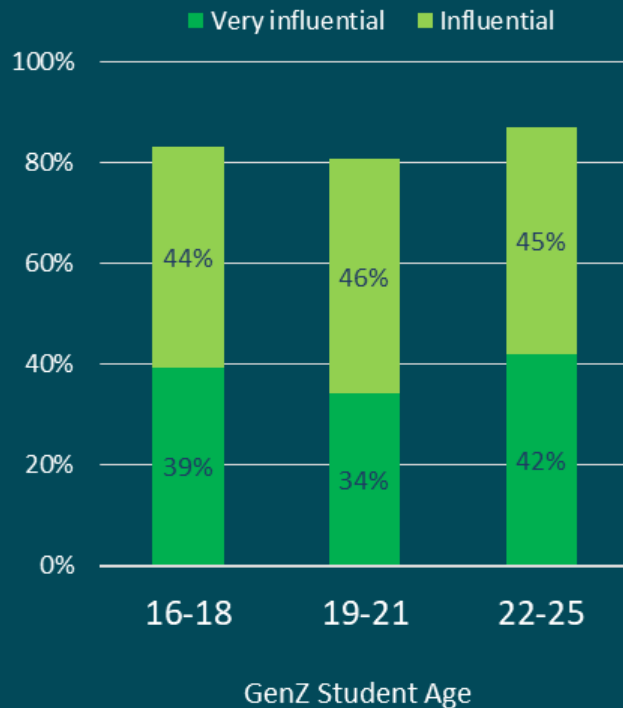
Which (if any) of the following issues are currently concerning [you / your child] about pursuing a foreign degree? (top 3 selected)

	Top 3 Reason Students %	Top 3 Reason Parents %
Cost of study and living expenses will affect my ability to access preferred choices	43%	43%
Covid pandemic has raised my concerns about health/safety in destination countries	33%	36%
Successful integrating into a new culture	33%	33%
I want my education experience to be in-person and not online	31%	34%
Seeking to locate somewhere where I can express myself differently	28%	30%
I prefer to remain close to friends and family in Vietnam	26%	26%
Pandemic is negatively impacting on the study abroad experience	25%	28%
Economic uncertainty and access to good jobs	25%	23%
Repayment loans for studying abroad	18%	18%
Want to limit international travel and minimise carbon footprint	17%	17%

PARENTS PLAY HUGELY INFLUENTIAL ROLE IN VIETNAMESE GEN Z STUDENT CHOICES

Student responses

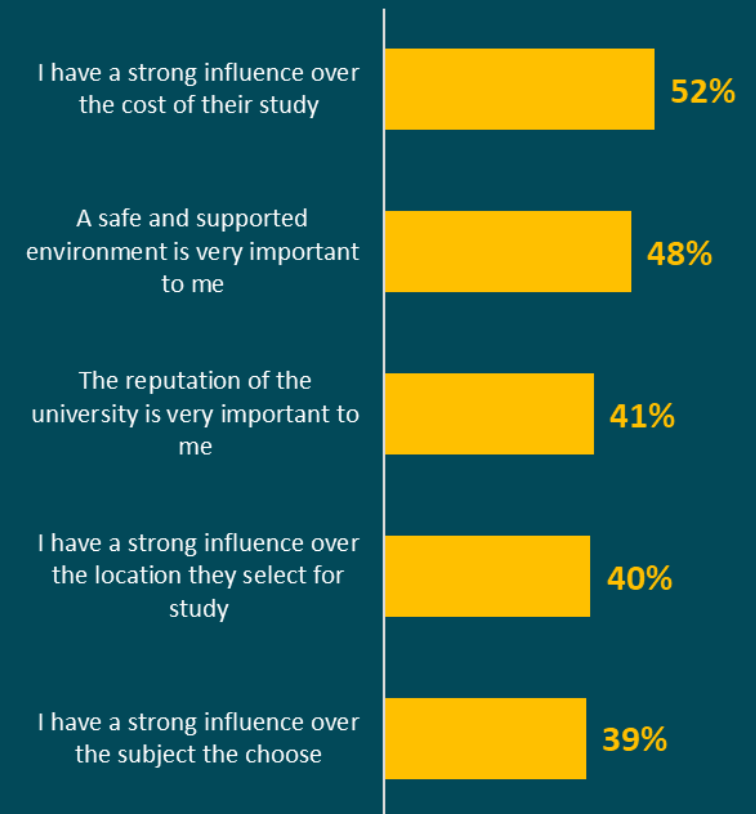
How influential are your parents in decisions about what and where you will study?



- More than 4 in 5 Gen Z students stress the importance of their parents as key influencers in study abroad choices, regardless of age. Universities and other stakeholders must communicate to a multi-generational audience.
- Parents play a very significant role in the choice of Vietnamese Gen Z students across a large range of issues.
- Cost and safety are the two most important issues for parents who say they have an influencing role, cited by around half of surveyed parents.
- University reputation, location and subject are also matters over which parents feel they have strong influence.

Parent responses

What best describes your influence and priorities for child's study decisions?



ONLINE CONTENT IS THE MOST IMPORTANT SOURCE OF INFORMATION, BUT IN-PERSON GUIDANCE IS ALSO KEY

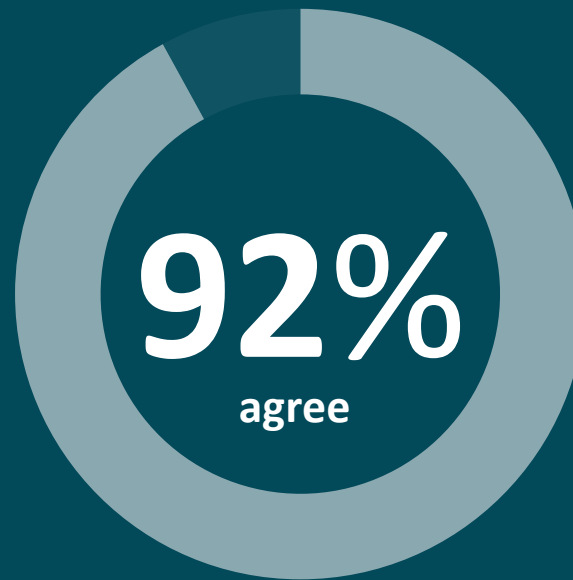
- Online content is overwhelmingly considered the most useful source for information gathering.
- University representatives and school counsellors are the next most insightful sources.
- Internet research is the most useful tool for gathering information about study choices, albeit students and parents answered slightly differently in terms of the specifics around this.
- Parents find teachers/school counsellors very useful in providing information about study plans.
- Students see opinions of friends and family as very useful, almost as much as current/former students of destination universities.
- Printed brochures are not deemed as very useful by students and parents, perhaps due to the increased usage of digital platforms.

In gathering information for degree study plans, what resources do you think are most useful? (select all that apply)

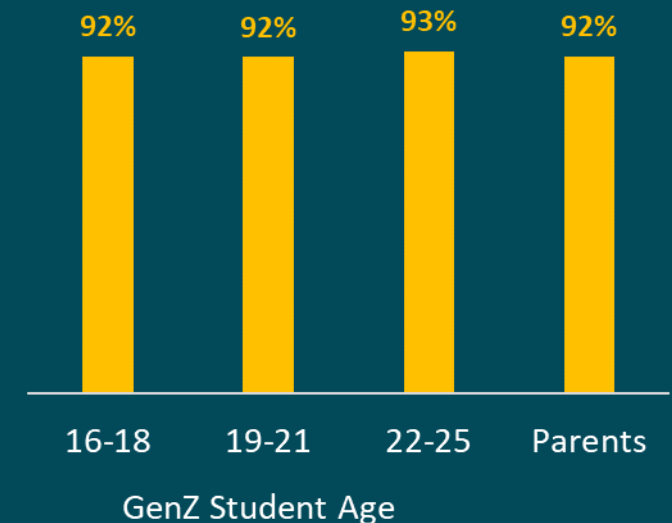
	Vietnamese GenZ	Parents
Any form of online content	91%	88%
Internet research e.g. search engines	70%	52%
Official university website	57%	59%
Social media	34%	39%
Online course finder website	32%	33%
Other forms of engagement		
Meeting/speaking with university representatives	62%	60%
School counselors/teachers	47%	70%
Speak to current/former students of the university	41%	42%
Friends and family	35%	38%
Visit university in person	32%	36%
Education agents	28%	33%
Printed brochure or prospectus	17%	18%

FACE-TO-FACE INTERACTION TO DISCUSS STUDY OPTIONS IS CONSIDERED BY GEN Z STUDENTS TO BE OF SIGNIFICANT IMPORTANCE

- Survey results show the importance of personal connections in the discovery phase, with nearly two-thirds meeting with university representatives to gather information before studying abroad, and almost half seeking advice from teachers and school counsellors.
- 92% of students and their parents believe face-to-face engagement is important or very important.
- That said, students rely heavily on internet search engines to seek information, with 70% of deeming this most useful.

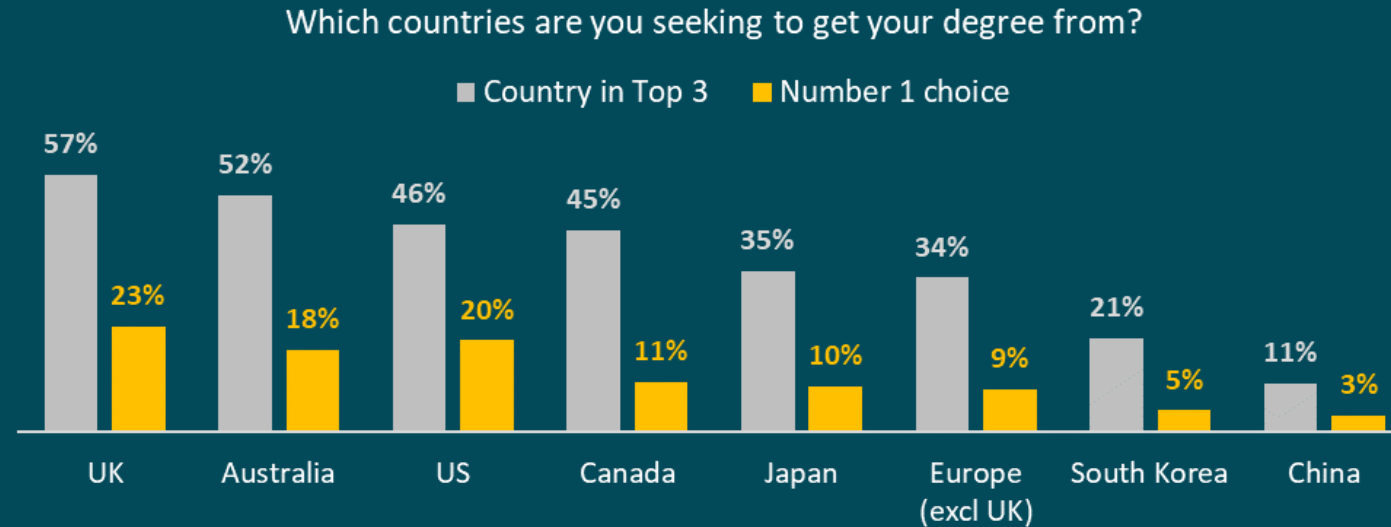


Importance of face-to-face engagement with agents or uni representatives or discussing study options



Based on those answering 'Very Important' or 'Important' to this question. Other answers included 'Neither important nor unimportant', 'Not very important', 'Not important at all'.

UK, US AND AUSTRALIA ARE SOUGHT-AFTER DESTINATIONS



- UK, US and Australia are the most in-demand destinations for foreign degrees. Whilst 1 in 5 select the US as their primary choice, fewer were considering it as a secondary choice.
- It is a little surprising that the UK appears as the most in-demand source market for a foreign degree in this survey, given that historically, significantly larger numbers of Vietnamese have enrolled in US higher education. However, UK degrees are also a popular choice via transnational education arrangements. There are almost twice as many Vietnamese students enrolled onto a UK degree wholly overseas vs within the UK (source; HESA).
- Almost 80% of Vietnamese Gen Z students stated that studying for a foreign degree within Vietnam was also a choice they were considering.
- 54% of Gen Z students were considering a degree from an Asian university, most notably in Japan and South Korea.
- Choice of destination was influenced by a large range of factors, with most frequently cited being exposure to field of study, quality of education and opportunities for post-study work.

EXPOSURE AND POST-STUDY WORK OPPORTUNITIES TOP LIST OF REASONS FOR SELECTING DESTINATION COUNTRY

Student responses

What are your reasons for selecting your number 1 country choice?

	Number 1 Reason %	Top 3 Reasons %
Get the right experience and exposure for the field I want to pursue	14%	37%
The quality of the education is much higher in this country	12%	33%
Opportunities for international students to work after my degree	9%	29%
Opportunities for working during my studies to support me financially	8%	28%
Access to highly ranked universities	8%	25%
Friendly towards international students and foreigners	8%	24%
Culture and language of the country is more suited to Vietnamese students	7%	21%
Cost of studying and living in this country is lower/more affordable for me	6%	21%
This country was recommended to me by family/friends	7%	19%
Climate and environment of this country is more appealing to me	5%	17%
Student visa entry requirements/ are more generous in this country	6%	18%
I have family/friends already living there to provide a support	5%	15%
This country was recommended to me by my agent	5%	14%

DETAILS OF SURVEY RESPONDENTS

Survey of 1,000 Gen Z students and 500 parents in Vietnam was conducted for INTO in May/June 2022 by iResearch, a third-party market research organization utilizing their extensive contacts database for the Vietnamese market.

Survey was conducted online and participants screened on the basis of whether they were considering studying abroad and age.

Of the 1,000 Gen Z students:

- 22% aged 16-18 years old,
 - 47% aged 19-21 years old,
 - 31% aged 22-25 years old
 - 52% male, 47% female, 1% prefer not to say
-
- Majority were from Ho Chi Minh City (48%) or Hanoi (37%)

Of the 500 parents to Gen Zs:

Their Gen Z children were aged;

- 27% aged 16-18 years old
 - 46% aged 19-21 years old
 - 27% aged 22-25 years old
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- Majority were from Ho Chi Minh City (49%) or Hanoi (41%)
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- 32% had studied for a foreign qualification themselves

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