BEYOND BORDERS: A SURVEY BASED STUDY INVESTIGATING THE DECISION-MAKING PROCESS OF KERALA STUDENTS/YOUTH MIGRATING TO FOREIGN COUNTRIES

Dissertation submitted to St. Teresa's College (Autonomous) Ernakulam,

Affiliated to Mahatma Gandhi University in partial completion of

PGDM - BUSINESS ANALYTICS

Submitted by

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CERTIFICATE

This is to certify that the dissertation entitled **"BEYOND BORDERS: A SURVEY BASED STUDY INVESTIGATING THE DECISION-MAKING PROCESS OF KERALA STUDENTS/YOUTH MIGRATING TO FOREIGN COUNTRIES"** is a bonafide record of the project work carried out by **NIRANJANA MARY JUDE** (Reg: SM22PGDM008) final year student of **PGDM – Business Analytics** under my supervision and guidance during the academic year 2022-2024. The project report represents the work of the candidate and is hereby approved for submission.

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DECLARATION

I hereby declare that the project entitled **"BEYOND BORDERS: A SURVEY BASED STUDY INVESTIGATING THE DECISION-MAKING PROCESS OF KERALA STUDENTS/YOUTH MIGRATING TO FOREIGN COUNTRIES"** submitted to St. Teresa's College (Autonomous), Ernakulam, is a record of an original work done by me under the guidance of **Ms. Parvathy P S, St. Teresa's College, Ernakulam**, and this project work is submitted in the partial fulfilment of the requirement of the award of the Degree of **PGDM-Business Analytics**. The result embodied in this project report has not been submitted to any other University or Institute for the award of any Degree or Diploma.

NIRANJANA MARY JUDE

Place: Ernakulam

Date:

ACKNOWLEDGEMENT

Undertaking this exploration of work life is not a solitary feat; it's a mosaic of experiences shaped by the people who have contributed, directly or indirectly, to my journey. It's my sincere duty to express my thanks to all those who have made my training period both enlightening and enjoyable.

First and foremost, I express my gratitude to God almighty for showering me with his blessings and providing the strength to carry out and successfully complete this project in the most effective manner.

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NIRANJANA MARY JUDE

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CHAPTER 1
INTRODUCTION

1.1 OVERVIEW

In an era as the world is becoming increasingly interconnected, the phenomenon of young individuals and students migrating to foreign countries on the aspirations, opportunities and challenges. This migration to a foreign country is motivated by a variety of factors in the pursuit of better education, career advancement, independence, growth and quality of life. From seeking high-quality education in foreign institutions to exploring employment opportunities in foreign lands, the reasons for youth migration are as diverse as the individuals themselves. The discovery of oil in Gulf countries and the subsequent oil boom in the 1970s triggered a significant wave of migration from the Indian state of Kerala to the Middle East Gulf countries. Despite Gulf nations initially implementing strict regulations to ensure that migrant workers remained temporary, individuals from Kerala became a permanent and integral part of the region's economic and social landscape. This "Gulf migration" provided a new opportunity for Kerala's economically disadvantaged labour force and led to various socio-economic changes, including the growth of a money order economy.

Kerala, with over three crore inhabitants according to the 2011 Census, has emerged as the largest source of migrant workers for the Gulf Cooperation Council (GCC) countries, with approximately 2.28 million individuals heading there for employment. The opportunities in the Gulf have become a significant aspect of Kerala's youth, shaping their future goals and aspirations.

Prior to migration, people's aspirations play a crucial role in the decision-making process. These migration aspirations are influenced by various factors, including information, perceptions, and values, and can differ across societies and over time. In today's world, where individuals are exposed to migration-related information through mass media, social media, and affordable travel options, perceptions of the international labour market have a significant impact on the work and education goals of potential migrants.

While wage differentials between home and destination countries may have narrowed, potential migrants are still inclined to seek opportunities abroad rather than in their native places. They typically start with low-status jobs but view themselves as contributing to their home community's prestige through foreign labour and remittances.

In a society where migration is widespread, many young people believe that their path to a successful life involves migration. They pursue education and training that enhance their chances of securing a job abroad, particularly in the Gulf. This paper delves into the significance of migration for Kerala's youth and their aspirations related to migration.

In Kerala, the migration of students and youth to foreign countries has gained substantial attention. Kerala inherits a rich cultural heritage, high literacy rates, and a history of educational excellence. Over the years, it has become a cradle of talent and aspiration, and its young population often seeks opportunities beyond the regional borders. This trend has manifested in the form of Kerala students and youth migrating to foreign countries for diverse reasons, including pursuing higher education, exploring employment opportunities, seeking personal growth and more.

This study will focus on investigating the decision-making process of Kerala Students and youth migrating to foreign countries. The migration of students and youth from Kerala to foreign countries has been notably high in recent years. In 2019, 30,948 students from Kerala travelled abroad for studies. This was a significant increase from 2016, when 18,428 students left Kerala. And in addition, according to unofficial data, more than 35,000 students from Kerala migrate to developed countries each year. The US, UK, Canada and Australia are the most popular destinations for students from Kerala. For the past couple of years debates are going around about the reasons why Kerala is facing so much of migration of Students and youth. There are many theories stating to be reasons for this situation of Kerala students migrating to foreign countries like due to outdated curricula, lack of skill formation, not getting suitable jobs, inadequate research conditions in higher educational institutions, and institutional-cum-infrastructural problems in higher education.

1.2 STATEMENT OF PROBLEM

The migration of Kerala Students and Youth to foreign countries has witnessed a significant upsurge in recent years, yet a comprehensive understanding of the multifaceted decision-making processes guiding the decision to migrate remains elusive. This study aims to understand the decision-making process of Kerala Students and Youth planning to migrate to foreign countries and also to identify the key motivations and factors influencing their

migration choices, providing insights for policymakers and stakeholders to enhance educational and employment opportunities within Kerala.

1.3 LITERATURE REVIEW

The study of investigating the decision-making process of Kerala students and youth migrating to foreign countries has gained significant attention in recent years. This Literature Review section includes a wide-ranging finding existing on the research topic.

A.M. Findlay and F. L. N. Li (1996) This paper seeks to make a methodological contribution by evaluating the auto-biographical approach and its application to migration research. The migration act is seen as a manifestation of an individual's identity. This is moulded by many social influences over an individual's life course. In addition, this study also documented barriers such as visa and immigration processes, financial constraints and cultural adjustments.

B. Lindsay Lowell and Allan Findlay (February 2002) revealed in their study that Globalisation has many complex effects, which will directly influence future trends in skilled migration from the developing world. These current events raise the spectre of developing countries losing substantial fractions of their educated workforce. Significant adverse effects may depend on the degree to which source country wages are flexible, and this may even vary by occupational category. In short, institutional factors mean that the direct effect of skilled emigration needs to be evaluated on a case-by-case basis. They also emphasised that developed countries should facilitate the movement of highly skilled foreign workers while implementing policies that address possible brain drain effects. Otherwise, taking advantage of a skilled diaspora falls most directly in the scope of developing country policies, but developed countries can readily aid diaspora projects. Likewise, developed countries can help develop human capital with targeted policies on education and training, academic exchange, and integration in advanced information, communications, and technology.

Tim Mazzarol and Geoffrey Soutar (2002) proposed in their study a push and pull factors that influence students' destination choices. Push factors are reasons that encourage people to migrate away from a place that is due to Natural disasters, Political revolutions, Civil war, Economic stagnation, Poverty, Lack of social mobility, Violence, Persecution. Pull factors are reasons that encourage people to settle in a particular country like Employment opportunities,

Higher income, better working conditions and facilities, educational opportunities, Higher living standards, Quality of education.

Mohan (2009) revealed in his study that Brain drain is the emigration of highly skilled and educated people from a country. It can have a big impact on developing nations. Highly skilled workers typically pay more in taxes than other workers. When they leave, the country loses out on this revenue. Thereby this study highlights concerns about potential brain drain effects on the home country.

Simon Marginson (2012) stated in his study that Education is a positional good subject to an absolute scarcity of high-value opportunities. Places in elite institutions and streams confer identifiable social advantage. These factors in themselves power the growing family investment of energy, time and (often) money in higher education, and drive the natural drift of that investment upwards to the leading institutions. It also showed a positive correlation between foreign education and career prospects.

Russell King and Parvati Raghuram (2013) Their study indicated that education is a fundamental factor in shaping migration decisions. The choice of destination countries and institutions is often influenced by the perceived quality of education and the compatibility of academic programs with students' career goals.

KM Sulaiman and R.B Bhagat (May 2022) concluded that the aspirations have more importance in a cultural setting where most individuals wish to be migrants. They believed this to be a fundamental concept of the culture of migration that affects life and development. In the case of Kerala, youths' aspirations are influenced by the migration values that society and the family hold. Surprisingly, in Kerala, youth with migrant fathers don't show higher aspirations to migrate than others. KM and Bhagat also mentioned that the future research should focus on the relationship between the youth's attitude towards migrating in future and its impact on their education and decision to work in their native land. Familial and social factors should be taken into account in understanding this impact.

1.4 SIGNIFICANCE OF THE STUDY

This study holds immense significance on multiple fronts. It serves as a valuable resource for policymakers and stakeholders in Kerala to enhance educational and employment opportunities

within Kerala by providing deep insights into the motivation and decision-making process of Kerala students and youth to migrate to foreign countries. Although the extant literature offers helpful insights, it is imperative to acknowledge the need for a comprehensive study that is primarily focused on the youth and students of Kerala. This survey-based study helps to go in depth to address the unique context and motivation of Kerala Students and Youth, investigating on the decision-making processes and their implications for both individual migrants and Kerala as a whole. In addition to expanding on what is already known, the study seeks to advance our comprehension of the phenomenon in the Kerala setting.

1.5 SCOPE OF THE STUDY

The study is conducted among Kerala students and youth in the age group of 15 to 30. The study was based on structured questionnaire distributed among 220 respondents. This survey-based study was conducted to investigate the decision-making process of Kerala students and youth migrating to foreign countries for educational and employment opportunities. It also explores the personal aspirations, career prospects, educational opportunities, economic factor and societal influences that contribute to the migration decisions.

1.6 OBJECTIVES OF THE STUDY

Primary aim: To investigate the decision-making process of Kerala students and youth migrating to foreign countries.

Secondary aim: The secondary aim is to identify the key motivations and factors influencing their migration choices, providing insights for policymakers and stakeholders to enhance educational and employment opportunities within Kerala.

1.7 RESEARCH METHODOLOGY

The study is conducted through both primary and secondary data-based collection. The primary data was collected from online surveys. Questionnaires were designed and distributed to respondents over their social medias to be filed in by them. The source of secondary data is

journals, articles, research papers, online sites and websites of online and offline education website. The sample size for this research is two hundred and twenty users who were selected purely based on convenience and support the purpose of the study. The sample area is selected as Kerala and data is collected through the close-ended questionnaire. For the analysis of data, factor analysis and chi-square test are used for achieving the objectives of the study and used descriptive statistics. SPSS and Excel research tools have been used to analyse the data.

1.7 STATISTICAL PACKAGES

SPSS SOFTWARE

SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the datafile) are features of the base software. SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

MS EXCEL

In Excel, charts are used to make a graphical representation of any set of data. A chart is a visual representation of the data, in which the data is represented by symbols such as bars in a bar chart or lines in a line chart. Excel provides you with many chart types and you can choose one that suits your data or you can use the excel recommended charts option to view charts customized to your data and select one of those. However, if your data analysis results can be visualized as charts that highlight the notable points in the data, the audience can quickly grasp. It also leaves a good impact on your presentation style.

1.8 LIMITATIONS OF THE STUDY

- ➢ The sample taken for the study is small compared to the total population of beneficiaries.
- ➢ Some respondents were not able to give information due to internet connectivity problems.
- ➢ Some of the respondents were reluctant to answer.
- ➢ Time factor was constraint in the collection of data.

CHAPTER II
INDUSTRY PROFILE

2.1 INDUSTRY PROFILE

Migration of students and youth is a significant phenomenon with various implications related to social, economic and culture. The decision to migrate to a foreign country can be due to different forms and may involve students pursuing education abroad, young professionals seeking work opportunities in other countries, or young people moving for personal reasons. The industry profile related to the migration of students and youth is diverse and multifaceted, encompassing a wide range of services and stakeholders that contribute to facilitating and supporting the international movement of this demographic. It is influenced by factors such as government policies, educational trends, economic conditions, and cultural exchange opportunities.

- Education and Training Institutions: This sector includes universities, colleges, language schools, and vocational institutions in destination countries that enrol international students. They play a vital role in offering diverse educational programs, attracting students, and providing support services.
- Immigration and Visa Services: Companies and professionals in this sector assist students and youth in obtaining the necessary visas, work permits, and immigration documentation. They may provide guidance on the application process and help navigate immigration regulations.
- Travel and Accommodation Services: Travel agencies, airlines, and accommodation providers cater to students and youth by offering discounted travel packages, housing options, and other services to make their migration more convenient and affordable.
- Student Recruitment and Placement Agencies: These organizations specialize in connecting students with suitable educational institutions abroad. They often guide students through the application process, from selecting programs to securing admission.
- Language and Test Preparation: Language schools, test preparation centres, and online platforms offer courses and materials to help students and youth meet language proficiency and standardized testing requirements for admission and migration.
- Scholarships and Financial Aid: Various organizations and governments provide scholarships, grants, and financial aid opportunities to support students and youth in pursuing education or training abroad. Scholarship programs can significantly influence migration patterns.
- Cultural Exchange and Internship Programs: Organizations and agencies offer cultural exchange programs, internships, and working holiday schemes that allow youth to gain international experience while working, volunteering, or studying abroad.
- Government and Regulatory Bodies: Immigration departments, education ministries, and other government agencies regulate and oversee migration policies, student visas, and work permits. They play a crucial role in shaping migration patterns.
- Job Placement and Recruitment Agencies: For young professionals migrating for work, recruitment agencies assist in job search, placement, and negotiating employment contracts. These agencies often specialize in specific industries or sectors.
- Accommodation Services: Companies and platforms that assist students and youth in finding suitable housing options, whether it's on-campus housing, shared apartments, homestays, or other types of accommodations.

- Student Services and Support: This sector includes counselling services, healthcare providers, legal assistance, and support organizations that help students and youth navigate the challenges they may encounter during their migration journey.
- Technology and Online Platforms: Various online platforms, apps, and websites offer resources, information, and networking opportunities for students and youth planning their migration. These platforms may include information about scholarships, visa requirements, and travel bookings.
- Career Development and Networking Organizations: Groups and associations provide networking opportunities, mentorship, and career development services to help young professionals make the most of their overseas experiences.

Migration Industry in Kerala

In case of Kerala, in the coming 10 to 20 years, migration will continue as a potential life choice for achieving life goals for youth in Kerala. And the below key factors that contribute to this trend and the Migration Industry in Kerala:

- Economic Factors: Kerala has a relatively high literacy rate and a skilled workforce. However, it faces challenges related to unemployment and underemployment. Migration offers opportunities for youth to find better-paying jobs and improved career prospects abroad. The Middle East, North America, Europe, and other parts of the world are home to many Keralites who work, mostly in healthcare, IT, and the service industry.
- Remittances: Kerala receives substantial remittances from its diaspora, which contribute significantly to the state's economy. Many Keralites who work abroad send money back to their families, which aids in their local livelihoods and development.
- Education: Kerala's education system is robust and includes many universities and colleges. Many students from Kerala pursue higher education abroad, and education migration is likely to continue as parents and students see value in international degrees.
- Global Networking: Kerala has a well-connected and vibrant diaspora community, which helps youth in finding opportunities and support abroad. New migrants can benefit from various expatriate associations and networks.
- Kerala Emigrant Welfare Fund Board (KEWFB): The Kerala government has established the KEWFB, which provides support and welfare services to emigrants. The purpose of this board is to safeguard the rights and interests of Keralites who work abroad.
- Return Migration: It's also worth noting that some individuals who migrate from Kerala choose to return to the state after gaining international experience, which can contribute to the local economy and workforce with their newfound skills and knowledge.
- Migration Policies: The Kerala government, along with the central government of India, is continuing to develop policies and initiatives to aid emigrants and their families.

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

3.1.1 AGE WISE CLASSIFICATION

Table 3.1.1

AGE	No: of Respondents	Percentage
15 – 18	43	19.55%
19 – 24	140	63.64%
25 - 30	37	16.82%

Figure 3.1.1
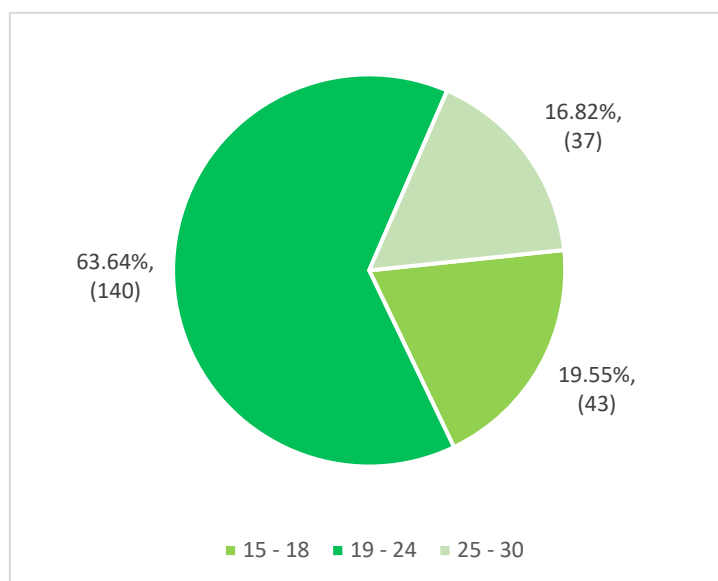
Source: Primary data

Interpretation

The Figure 3.1.1 depicts the age wise classification of the respondents. Out of the 220 responses, the majority of the responses are from the age group of 19 – 24. 43 respondents that is 19.55% belong to the age group of 15 – 18. And the rest 37 respondents that is 16.82% belong to the age group of 25 – 30.

3.1.2 GENDER WISE CLASSIFICATION

Table 3.1.2

Gender	Respondents	Percentage
Male	66	30%
Female	164	70%

Figure 3.1.2
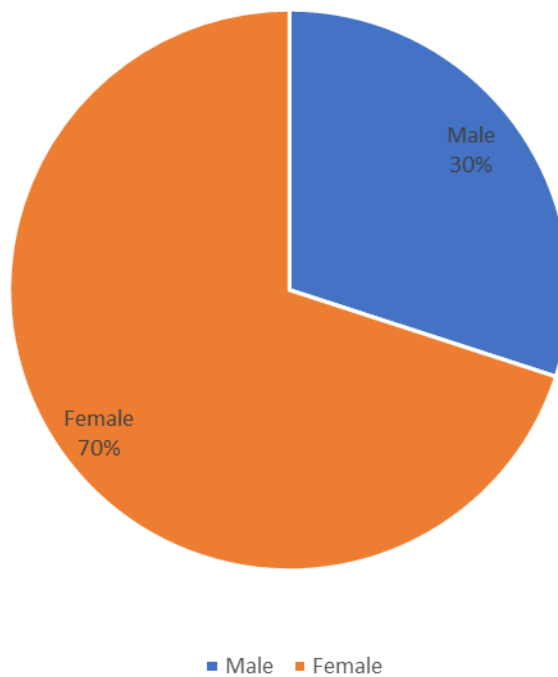
Source: Primary data

Interpretation

Figure 3.1.2 shows the gender wise classification of collected samples. From the total of 220 samples 70% were females and 30% were males with no one belonging to other categories. Out of the 220 samples 164 are from women and rest 66 samples were collected from men.

3.1.3 EDUCATIONAL BACKGROUND

Table 3.1.3
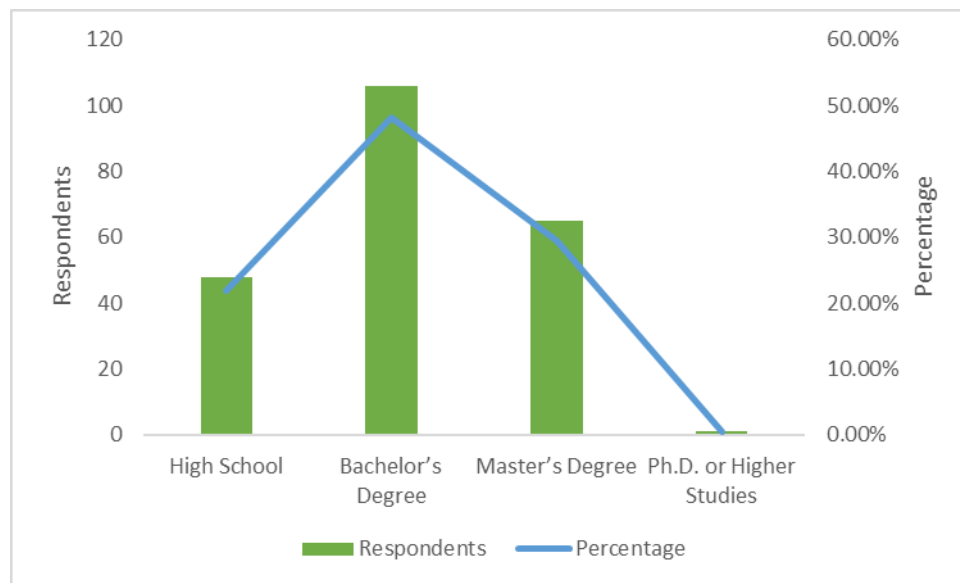
Educational Background	Respondents	Percentage
High School	48	21.8%
Bachelor's Degree	106	48.2%
Master's Degree	65	29.5%
Ph.D. or Higher Studies	1	0.5%

Figure 3.1.3

Source: Primary data
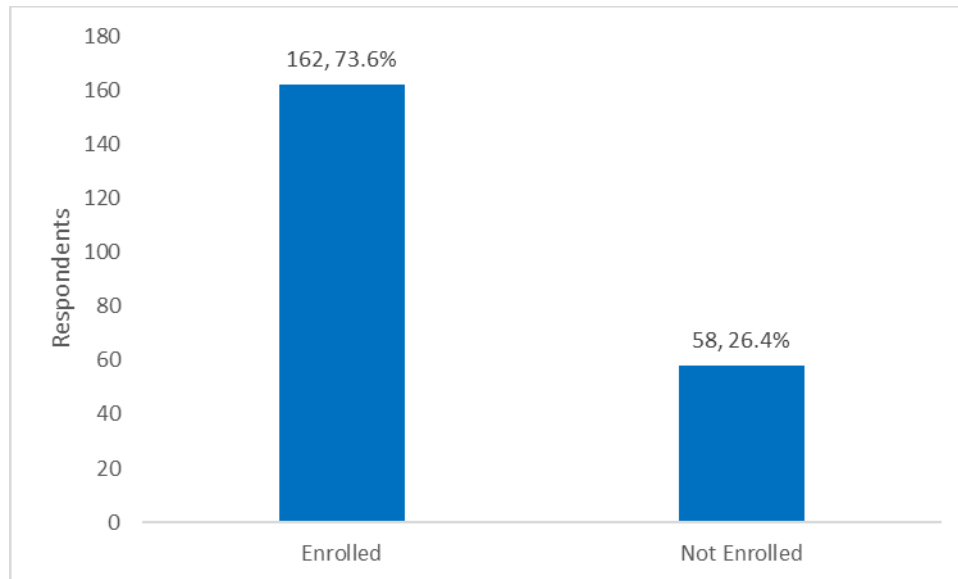
Interpretation

The educational background of the respondents of the survey is depicted in Figure 3.1.3 It shows that out of 220 respondents 48.2% that is 106 respondent's background is given as Bachelor's degree, 29.5% i.e., 65 are respondents with Master's degree, 21.8% i.e., 48 are High School and Respondents with educational background with Ph.D. or higher studies is just 1 respondent.

3.1.4 CURRENTLY ENROLLED IN AN EDUCATIONAL INSTITUTION

Table 3.1.4

Currently Enrolled in An Educational Institution	Respondents	Percentage
Enrolled	162	73.6%
Not Enrolled	58	26.4%

Figure 3.1.4

Source: Primary data

Interpretation

The above figure 3.1.4 shows how many of the respondents are currently enrolled in an educational institution. Out of the 220 respondents the majority of 162 are currently enrolled in an educational institution. And the rest 58 respondents are not enrolled. That is 73.6% are enrolled and 26.4% are not enrolled.

3.1.5 MIGRATING FOREIGN COUNTRY FOR EDUCATIONAL PURPOSE

Table 3.1.5

Migrating Foreign Country for Educational Purpose	Respondents	Percentage
Migrating	143	65
Not Migrating	77	35

Figure 3.1.5
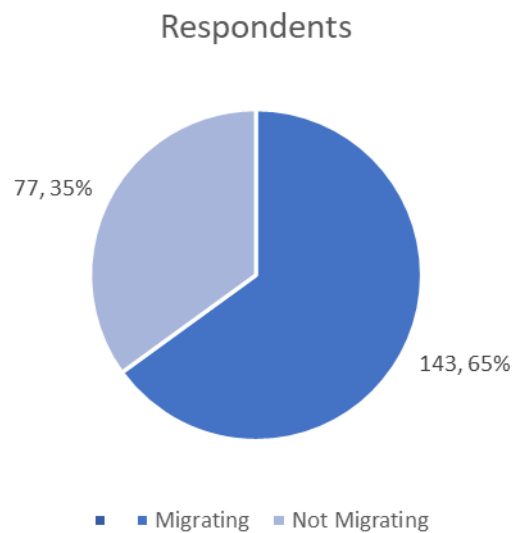
Source: Primary data

Interpretation

In the above Figure 3.1.5 Out of 220 samples, 65% of the respondents are considered to migrate to a foreign country for educational purposes. And the rest 35% have not considered to migrate to a foreign country. It is concluded that majority of the respondents have considered to migrate to a foreign country for educational purpose.

3.1.6 MIGRATING TO A FOREIGN COUNTRY FOR EMPLOYMENT OPPORTUNITIES

Table 3.1.6

Migrating To a Foreign Country for Employment Opportunities	Respondents	Percentage
Migrating	173	78.6%
Not Migrating	47	21.4%

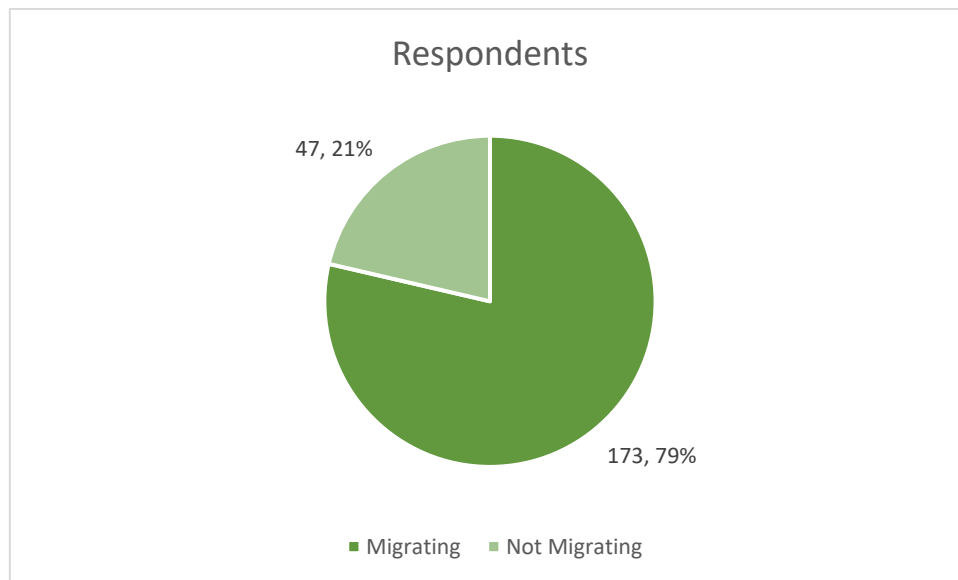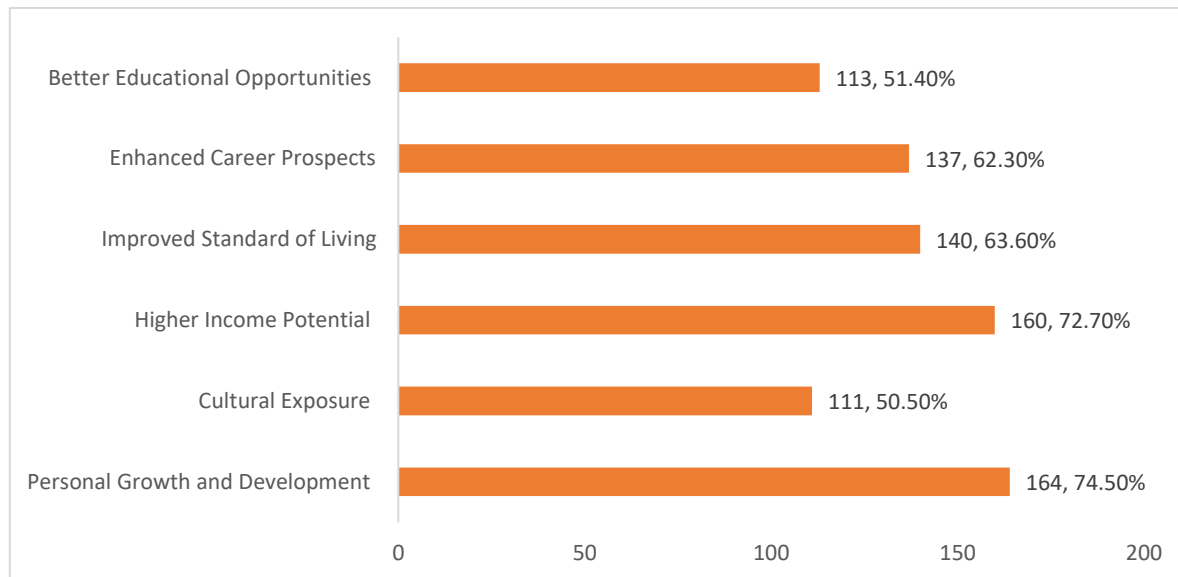Figure 3.1.6

Source: Primary data

Interpretation

In the above Figure 3.1.6, Out of 220 samples, 79% of the respondents are considered to migrate to a foreign country for employment opportunities. And the rest 21% have not considered to migrate to a foreign country. It is concluded that majority of the respondents have considered to migrate to a foreign country for employment opportunities.

3.1.7 PRIMARY MOTIVATIONS FOR MIGRATION

Table 3.1.7

Primary Motivations for Migration	Respondents	Percentage
Personal Growth and Development	164	74.5%
Cultural Exposure	111	50.5%
Higher Income Potential	160	72.7%
Improved Standard of Living	140	63.6%
Enhanced Career Prospects	137	62.3%
Better Educational Opportunities	113	51.4%

Figure 3.1.7

Source: Primary data

Interpretation

According to the Figure 3.1.7, the 74.5% out of the 220 respondents which are 164 respondents consider Personal growth and development as the primary motivations for considering migration. 72.7% of respondents that is 160 of them have considered Higher Income potential as a motivation. 63.6% that is 140 respondents gives the reason for Improved Standard of Living. 62.3% that is 137 respondents are considering because of the enhanced Career Prospects in foreign countries. 51.4 % that is 113 respondents gives the reason for better educational opportunities. And 50.5% that is 111 respondents are motivated to migrate for getting a Cultural Exposure.

3.1.8 FACTORS CONSIDERED FOR DECISION TO MIGRATE

Table 3.1.8

	Employment prospects	Language barriers	Social and cultural environment	Quality of life	Educational opportunities	Family Status	Cultural Influence
Very Important	128	61	90	140	123	53	40
Important	73	84	76	57	59	79	79
Neutral	13	60	41	20	24	60	77
Not Very Important	4	10	11	0	7	18	17
Not Important At All	2	5	2	3	7	10	7

Figure 3.1.8
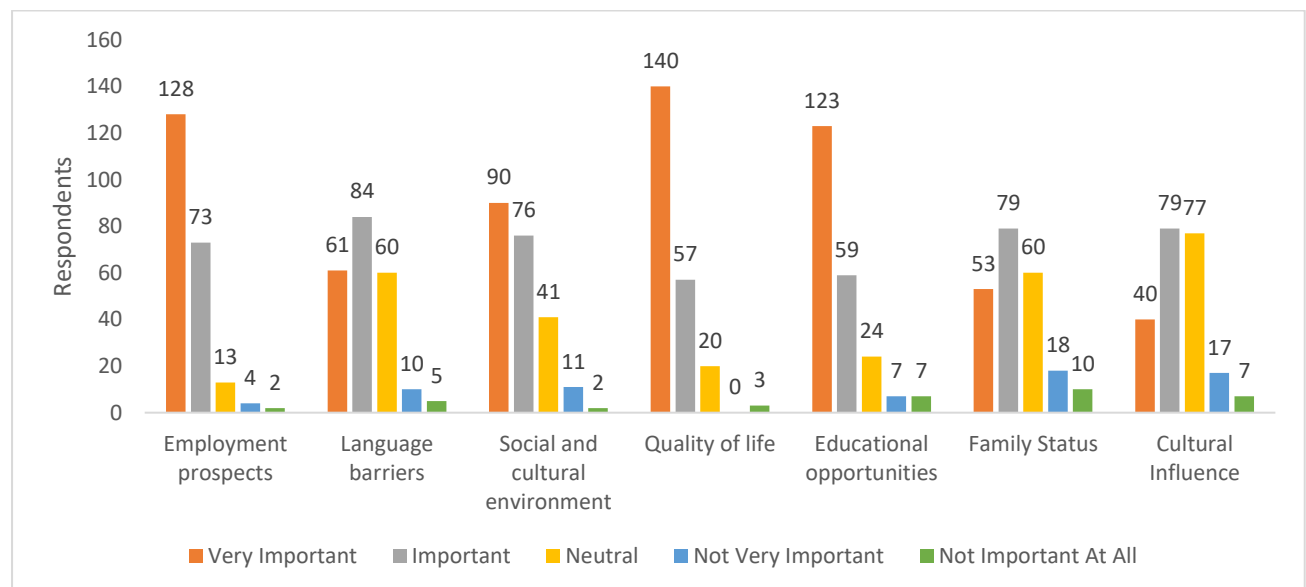
Source: Primary data

Interpretation

The above Figure 3.1.8 depicts the level of importance given by the respondents to the factors in their decision to migrate. When it comes to educational opportunities 123 respondents consider it Very Important, 59 as Important, 24 respondents consider it as Neutral and 7 as Not Very Important and rest 7 as Not Important at all. Under the factor of Family Status 53 respondents consider it Very Important, 79 as Important, 60 respondents consider it as Neutral and 18 as Not Very Important and rest 10 as Not Important at all. For the factor of Cultural Influence 40 respondents consider it Very Important, 79 as Important, 77 respondents consider it as Neutral and 17 as Not Very Important and rest 7 as Not Important at all. When it comes to Employment prospects 128 respondents consider it Very Important, 73 as Important, 13 respondents consider it as Neutral and 4 as Not Very Important and rest 2 as Not Important at

all. Under the factor of Quality of Life 140 respondents consider it Very Important, 57 as Important, 20 respondents consider it as Neutral and rest 3 as Not Important at all. For the factor of Social and Cultural Environment 90 respondents consider it Very Important, 76 as Important, 41 respondents consider it as Neutral and 11 as Not Very Important and rest 2 as Not Important at all. And finally for the factor of Language barriers 61 respondents consider it Very Important, 84 as Important, 60 respondents consider it as Neutral, 10 as Not Very Important and rest 5 as Not Important at all.

3.1.9 POTENTIAL DESTINATIONS FOR MIGRATION

Table 3.1.9

Country	No: of Respondents
US	90
UK	113
Canada	94
Australia	94
Germany	78
Singapore	33
UAE	57
New Zealand	9
Other	14

Figure 3.1.9
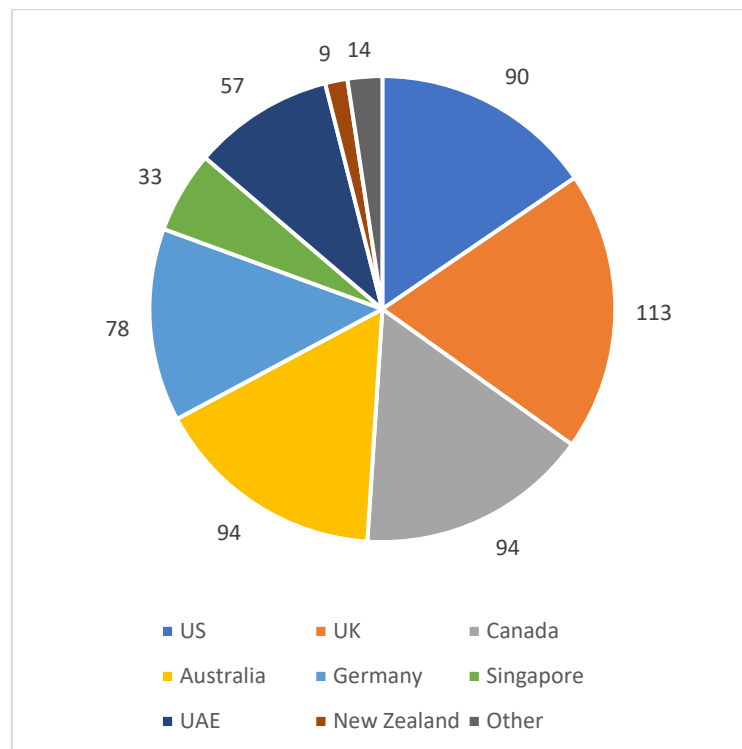
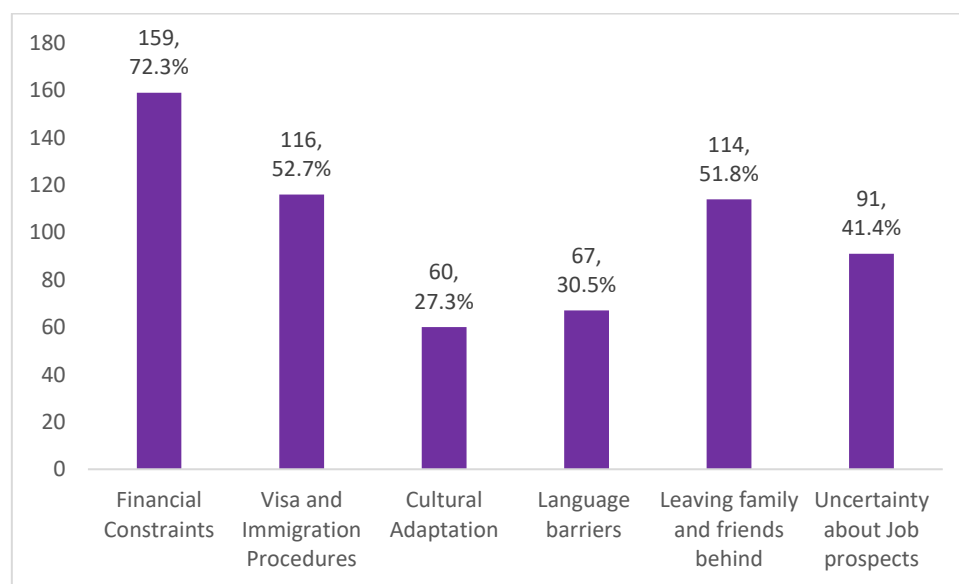
Source: Primary data

Interpretation

The figure 3.1.9 shows the Potential destinations that the respondents are considering for migration. Out of the 220 respondents, the majority of 113 selected UK as the potential destination. 94 respondents opted Canada and Australia each. 90 respondents selected US, 78 respondents selected Germany, 57 respondents selected UAE, 33 of them opted Singapore, 9 respondents selected New Zealand as a Potential Destination and 14 other respondents selected other option in the survey and specified countries like Japan, Ireland, Switzerland, South Korea etc...

3.1.10 MAIN CHALLENGES IN MIGRATION

Table 3.1.10

Main Challenges	No: of Respondents	Percentage
Financial Constraints	159	72.3%
Visa and Immigration Procedures	116	52.7%
Cultural Adaptation	60	27.3%
Language barriers	67	30.5%
Leaving family and friends behind	114	51.8%
Uncertainty about Job prospects	91	41.4%

Figure 3.1.10

Source: Primary data

Interpretation

The Figure 3.1.10 shows the Main challenges or concerns that the respondents anticipate in the migration process. Out of the 220 respondents, 159 respondents that is the majority of them find Financial Constraints as a main challenge. 116 of them identify Visa and Immigration procedures as a challenge. Leaving Family and Friends behind was a challenge for 114 respondents. 91 respondents selected Uncertainty about Job Prospects as a concern.

3.1.11 SOURCES OF INFORMATION FOR CONSIDERING MIGRATION

Table 3.1.11

Sources Of Information	No: of Respondents	Percentage
Internet Research	159	72.3%
Education Consultants	114	51.8%
Family and Friends who have migrated	157	71.4%
Social Media platforms	99	45%
Official Government websites	82	37.3%
Career Counsellors	79	35.9%

Figure 3.1.11
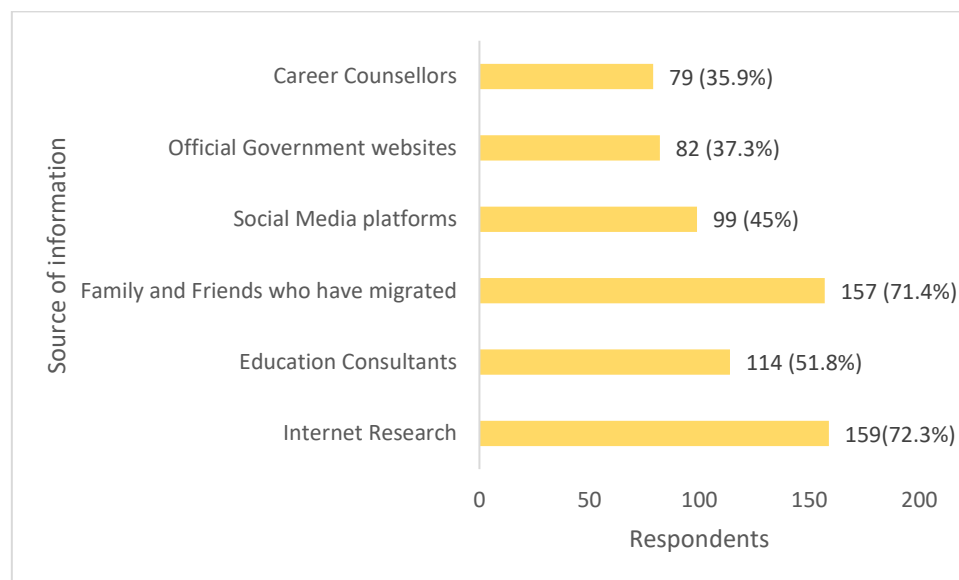
Source: Primary data

Interpretation

The above Figure 3.1.11 depicts the sources of information the respondents rely on when considering migration. 159 Respondents out of the 220 responses rely on Internet Research for information about migration, that is 72.3% of the respondents. About 157 respondents that is 71.4% rely on Family and Friends who have migrated. 114 respondents that is about 51.8% responses rely on Educational Consultants. 99 respondents that constitute 45% rely on social media platforms, 82 respondents that is 37.3% rely on Official government Websites and finally out 220 respondents 79 respondents that is 35.9% rely on Career counsellors for information about migration.

3.1.12 INFLUENCE OF GOVERNMENT INITIATIVES

Table 3.1.12

Influence Of Government Initiatives	No: of Respondents	Percentage
Highly Influential	24	10.9%
Moderately Influential	97	44.1%
Slightly Influential	45	20.5%
Not Influential At All	54	24.5%

Figure 3.1.12
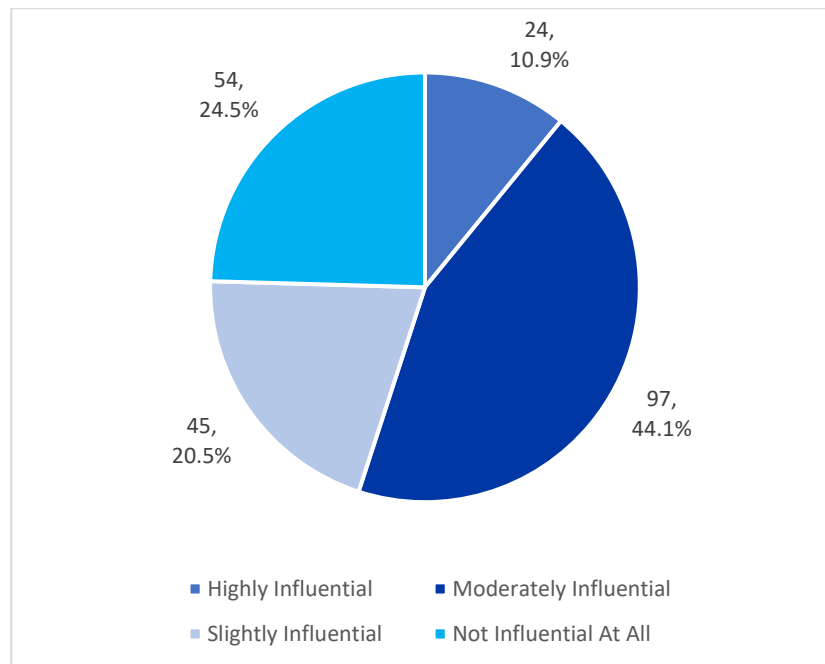
Source: Primary data

Interpretation

Figure 3.1.12 shows how influential the government initiatives or programs are in the decision-making process for the respondent's migration. Out of 220 respondents, the majority of 97 that is 44.1% Students/Youth are Moderately Influenced by the Government Programs. 54 respondents that is 24.5% respondents are not influenced by the government programs at all, 45 respondents that is 20.5% are only slightly influenced by the government programs. And only 24 respondents that is 10.9% are highly influenced by the Government Initiatives or programs.

3.1.13 DURATION OF STAY IN THE DESTINATION COUNTRY

Table 3.1.13

Duration Of Stay	No: of Respondents	Percentage
Less than 1 year	9	4.1%
1-3 years	42	19.1%
3-5 years	51	23.2%
5-10 years	45	20.5%
More than 10 years	42	19.1%
For Life Time	31	14.1%

Figure 3.1.13
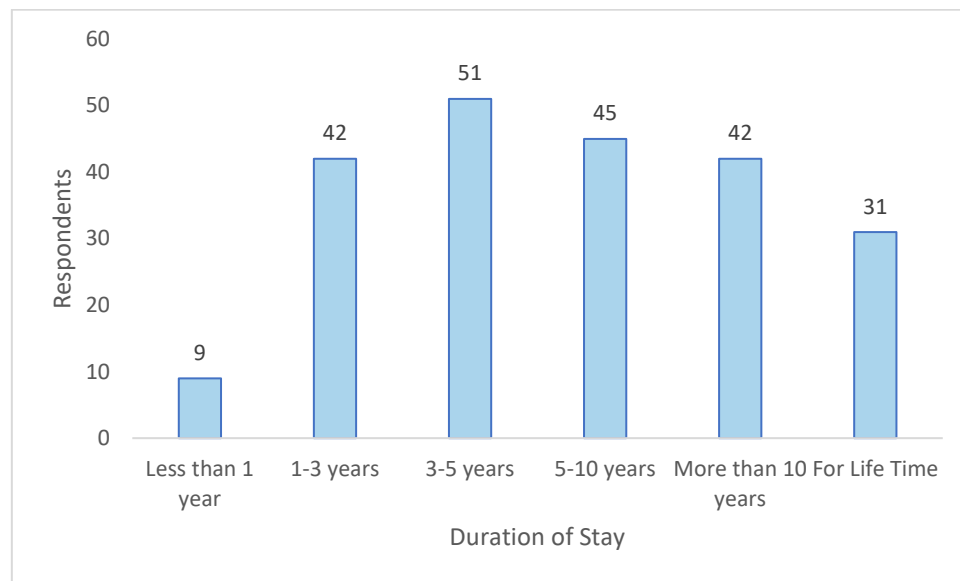
Source: Primary data

Interpretation

According to the above Figure 3.1.13, it shows the duration of stay in the destination country anticipated by the Respondents. Out of the 220 respondents 51 respondents that is 23.2% anticipate to stay in the destination country for a period of 3-5 years. 45 respondents that is around 20.5% are planning for 5 to 10 years stay, 42 respondents that is 19.1% are anticipating a period of 1 to 3 years and another 42 respondents are planning for More than 10 years of stay in the destination country. 31 respondents which constitutes about 14.1% anticipate to settle in the destination country. And finally, 9 respondents that is 4.1% plan to stay only less than 1 year.

3.1.14 MIGRATING ALONE OR WITH FAMILY

Table 3.1.14

Migrating Alone or With Family	No: of Respondents	Percentage
Alone	158	71.8%
With Family	62	28.2%

Figure 3.1.14
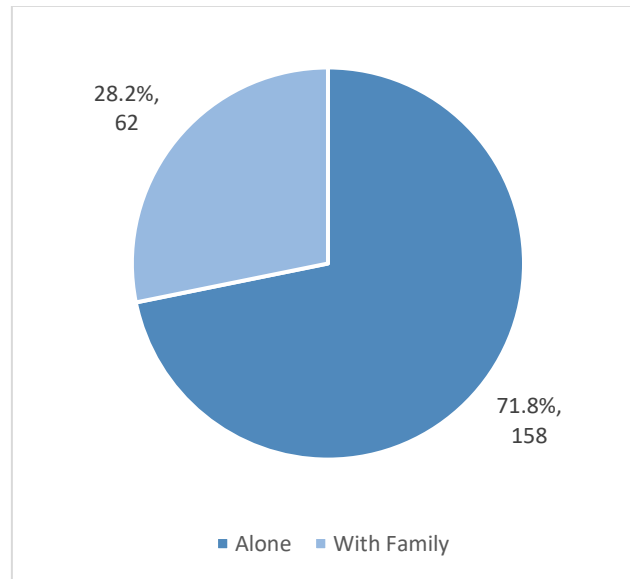
Source: Primary data

Interpretation

The Figure 3.1.14 shows if the respondents are considering to migrate to a foreign country alone or with Family. Out of 220 respondents 158 Students/Youth that is the majority consider to migrate alone and the rest 62 respondents considers to migrate with family.

3.1.15 AWARENESS OF GOVERNMENT POLICIES OR REGULATIONS IN THE DESTINATION COUNTRY

Table 3.1.15

Awareness of Government Policies or Regulations	No: of Respondents	Percentage
Is Aware	85	38.6%
Not Aware	135	61.4%

Figure 3.1.15
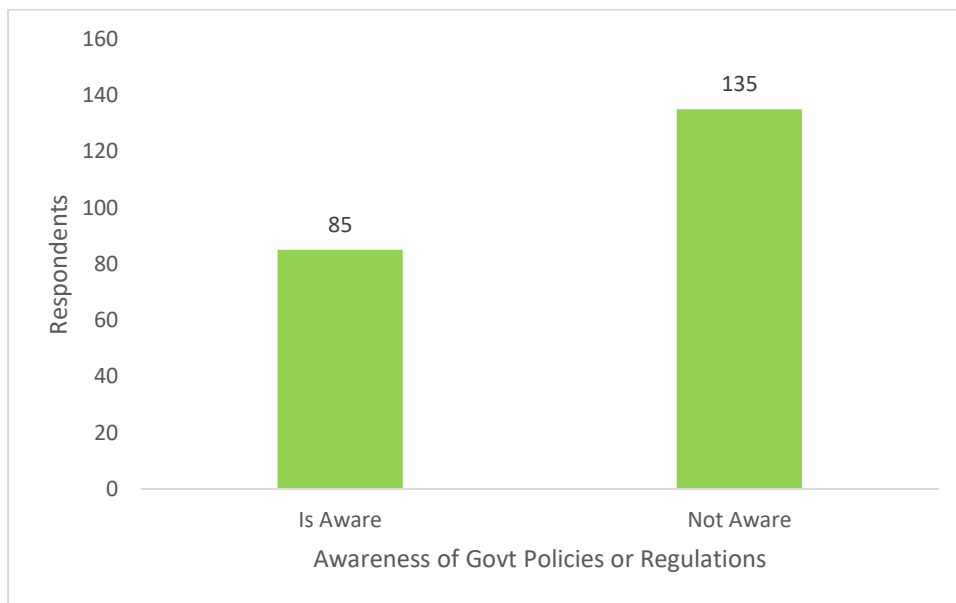
Source: Primary data

Interpretation

In the above Figure 3.1.15, Out of 220 respondents 135 respondents that is 61.4% which is the majority are not aware of the Government policies or regulations in the Destination Country. And the rest 85 respondents that is 38.6% are aware of the Government policies or regulations in the Destination Country.

3.1.16 IMPORTANCE OF KERALA COMMUNITY OR DIASPORA IN MIGRATION DECISION

Table 3.1.16

Importance Of Kerala Community	No: of Respondents	Percentage
Very Important	34	15.5%
Important	58	26.4%
Neural	87	39.5%
Not Important	17	7.7%
Not Important At All	24	10.9%

Figure 3.1.16
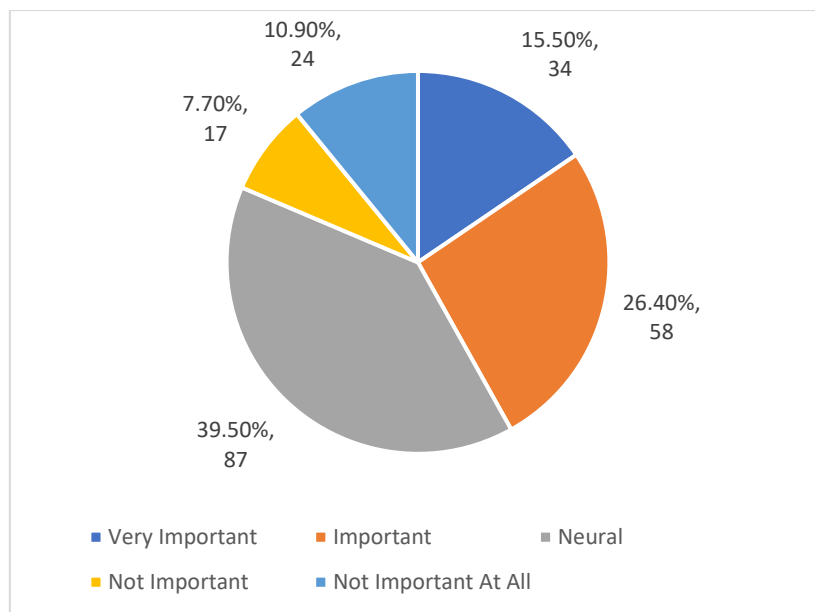
Source: Primary data

Interpretation

According to the above Figure 3.1.16, Out of 220 responses 34 respondents that is 15,5% consider the presence of Kerala community in the destination country Very Important. 58 respondents that is 26.4% find it Important and 87 respondents that is 39.5% which is the majority of respondents finds it Neutral about the presence of Kerala community in the destination country. 17 respondents that is about 7.7% feels it is not Important and the rest 24 respondents that is 10.9% feels it is Not Important at all to have a presence of Kerala community in the destination country.

3.2 HYPOTHESIS TESTING

3.2.1 FACTOR ANALYSIS

Factor Analysis is a statistical method used to reduce the complexity of data by identifying underlying factors or patterns among observed variables. It helps uncover hidden relationships and simplifies data interpretation. Here 7 variables are selected for Factor Analysis. These 7 variables are the Likert Scale questions.

Analysing Factors Influencing in Decision-making to Migrate
The KMO and Barlett's test evaluates all available data together. A KMO over 0.5 states that there is a substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	276.343
	Df	21
	Sig.	.000

Table 3.2.1.1

Since the KMO value is over 0.5, we can say that there is a substantial correlation in the data and the data is fit for the Factor Analysis.
Here, the Factor Analysis was done using the given 7 variables. As a result, out of the 7 variables, 2 factors are identified that influence Kerala Students/Youth in decision-making process to migrate.

Component Matrix

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.632	37.596	37.596	2.632	37.596	37.596
2	1.033	14.762	52.358	1.033	14.762	52.358
3	.858	12.252	64.610			
4	.821	11.723	76.333			
5	.765	10.929	87.262			
6	.540	7.720	94.982			
7	.351	5.018	100.000			

Extraction Method: Principal Component Analysis.

Table 3.2.1.2

Initial Eigenvalues: The first three columns list all the factors in the data set. There are a total of 7 factors which are involved in this analysis. Since Factor analysis always results in the same number of facts as variables. By observing at the percent of variance column, you can determine how much of the variance in the dataset each factor can account for. In this, we

check the initial eigenvalue which is greater than 1. And from this table, we have only 2 components out 7 which contributes to the decision-making process of Kerala Students/Youth migrating to foreign countries.

Extraction sums of squared loading: During the execution process, it was instructed in SPSS to use an extraction criterion of eigenvalues greater than 1, and this section only shows that it was met. The eigenvalues for each factor are displayed in the total column. SPSS extracted 2 factors from the factor analysis in this case.
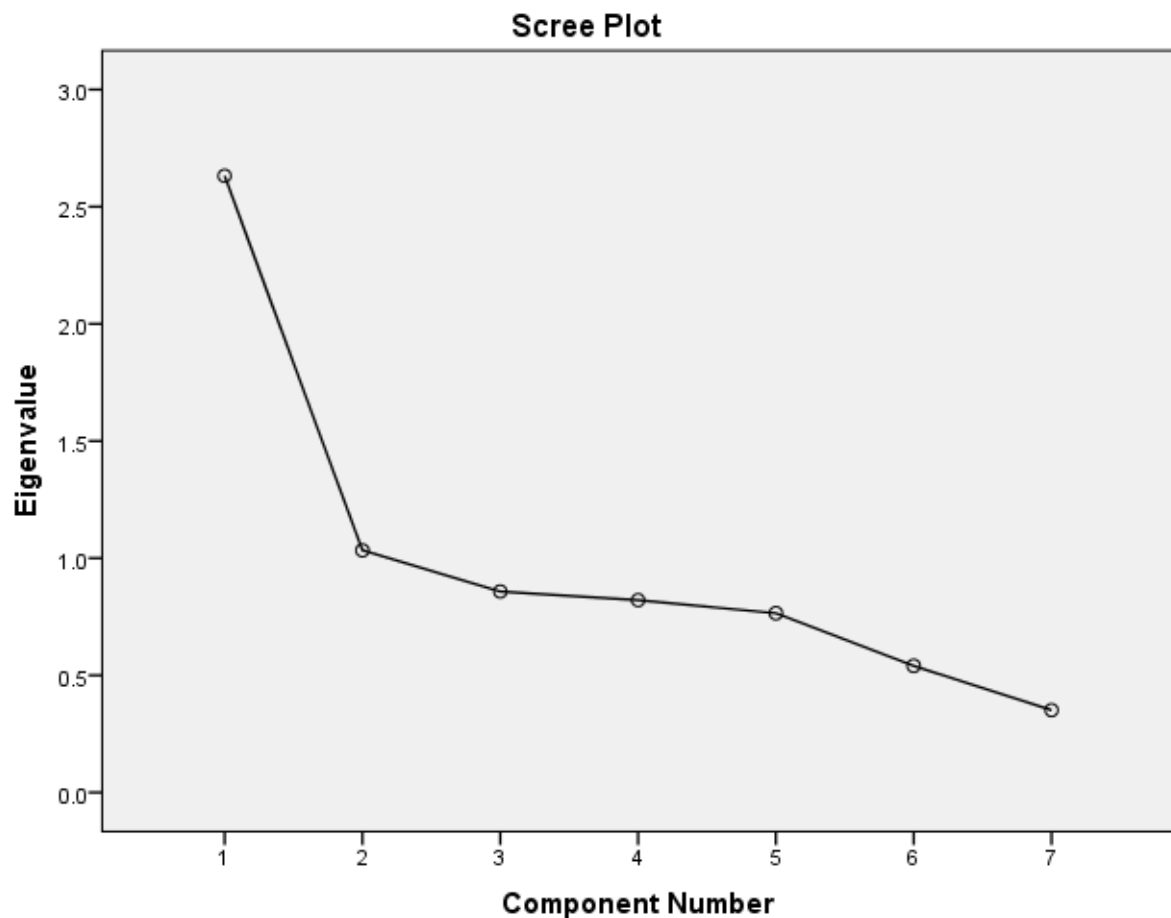
Figure 3.2.1.1

The scree plot is a straight forward line segment plot that displays the eigen values for each individual principal component. This graph depicts the 7 factors for our eigenvalue for our factor. This can help you decide which elements to keep. These plots frequently show a point on the curve (elbow plot) where the eigenvalues level out and begin to decline. The eigenvalues above this point may still be significant enough to be retained, whereas the others may not.

Component Matrix

	Component	
	1	2
Educational opportunities	.494	.361
Family Status	.531	.170
Quality of life	.670	-.469
Language barriers	.498	.430
Social and cultural environment	.718	-.073
Employment prospects	.657	-.567
Cultural Influence	.680	.377

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Table 3.2.1.3

As shown in the table above, from all these 7 components, all these factors were considered by Kerala Student/Youth for the decision-making process for migration to a foreign country. Here, most of them were considered on the educational opportunities and Family Status which shows the highest value among all the 7 components.

3.2.2 CHI-SQUARE TEST

A Chi-square test is a statistical method used to determine if there is a significant association or relationship between categorical variables in a dataset. It calculates whether the observed frequencies of categories differ significantly from the expected frequencies, assuming no relationship. The test helps to assess whether there is a statistically significant connection between the variables being studied.

Analysing Chi-square test -1

Ho: There is no association between educational background and consideration to migrate to a foreign country for educational purposes.

H1: There is association between educational background and consideration to migrate to a foreign country for educational purposes.

Educational background * migrating for educational Crosstabulation

			migrating_educational			Total
				No	Yes	
Educational background		Count	100	0	0	100
		Expected Count	31.3	24.1	44.7	100.0
	Bachelor's degree	Count	0	44	62	106
		Expected Count	33.1	25.5	47.4	106.0
	High school	Count	0	16	32	48
		Expected Count	15.0	11.6	21.5	48.0
	Master's degree	Count	0	17	48	65
		Expected Count	20.3	15.6	29.0	65.0
	Ph.D. or higher	Count	0	0	1	1
		Expected Count	.3	.2	.4	1.0
Total		Count	100	77	143	320
		Expected Count	100.0	77.0	143.0	320.0

Table 3.2.2.1

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	326.992[a]	8	.000
Likelihood Ratio	402.685	8	.000
N of Valid Cases	320		

Table 3.2.2.2

Interpretation

Here, The Chi-square value is 326.992 and The P value .0001 is smaller than the significant level 0.05, so we reject the null hypothesis. It is concluded that there is association between educational background and consideration to migrate to a foreign country for educational purposes.

Analysing Chi-square test -2

Ho: There is no association between educational background and consideration to migrate to a foreign country for employment opportunities.

H1: There is association between educational background and consideration to migrate to a foreign country for employment opportunities.

Educational background * Migrating for employment Crosstabulation

			Migrating for employment			
				No	Yes	Total
Educational background		Count	100	0	0	100
		Expected Count	31.3	14.7	54.1	100.0
	Bachelor's degree	Count	0	31	75	106
		Expected Count	33.1	15.6	57.3	106.0
	High school	Count	0	8	40	48
		Expected Count	15.0	7.1	26.0	48.0
	Master's degree	Count	0	8	57	65
		Expected Count	20.3	9.5	35.1	65.0
	Ph.D. or higher	Count	0	0	1	1
		Expected Count	.3	.1	.5	1.0
Total		Count	100	47	173	320
		Expected Count	100.0	47.0	173.0	320.0

Table 3.2.2.3

33

Chi-Square Tests

		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	331.629[a]	8	.000
Likelihood Ratio	405.875	8	.000
N of Valid Cases	320		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is .15.

Table 3.2.2.4

Interpretation

Here, The Chi-square value is 331.629 and The P value .0001 is smaller than the significant level 0.05, so we reject the null hypothesis. It is concluded that there is association between educational background and consideration to migrate to a foreign country for employment opportunities.

CHAPTER 4
INFERENCES

4.1 SUMMARY OF FINDINGS

- Out of the sample population of 220 respondents, majority of the respondents are considering to migrate to a foreign country for educational purpose and the 35% of the respondents are not planning to migrate.

- Out of the sample population of 220 respondents, majority of the respondents are considering to migrate to a foreign country for employment opportunities and the 21.4% of the respondents are not planning to migrate.

- The educational background of the majority of respondents who responded to the survey have the educational background of Bachelor's degree that is 48.2%.

- 73.6% of respondents are enrolled in an educational institution.

- 74.5% of respondents have the primary motivation for migration for Personal growth and development.

- The primary reason for migration for 72.7% of respondents is higher income potential.

- Improving their standard of living is the primary motivation for migration for 63.6% of respondents.

- The main reason for migration for 62.3% of respondents is to enhance their career prospects.

- 51.4% of respondents have the primary motivation for migration for Better Educational Opportunities.

- Migration is mostly motivated by the desire to experience cultural exchange, as reported by 50.5% of respondents.

- Out of 220 respondents, 140 respondents stated Quality of life as a factor with highest importance during the decision-making process to migrate.

- In the decision-making process to migrate, educational opportunities were identified as the factor with the highest importance by 123 out of 220 respondents.

- UK is considered by the majority of respondents that is 113 respondents out of 220 to be a potential destination for migration.

- According to 94 respondents, Canada and Australia are the second most popular migration destinations.

- 72.3% of respondents that is the majority of the respondents stated Financial Constraints as a Main Challenge in the Migration process.

- Only 27.3% of respondents considered the factor of Cultural Adaptation as a challenge in migration to a foreign country.

- The survey shows that a majority of 72.3% of the respondents got their sources of information for considering migration through Internet Research and about 71.4% of respondents rely on Family and Friends who have migrated.

- Out of 220 respondents, 189 respondents are planning to come back to Kerala after a certain duration of stay in their destination country.

- 14.1% of respondents are planning to stay and settle in abroad itself.

- 71.8% of respondents out of 220 respondents are planning to migrate Abroad alone.

- It was quite unexpected to see that 61.4% of the respondents are not aware of Government policies or regulations in the destination country they are planning to migrate to.

- Out of 220 respondents, 41.9% of respondents consider the presence of Kerala community in the migrating country to be important while the decision-making process.

4.2 SUGGESTIONS

After going through the survey conducted to investigate the decision-making process of Kerala Students and Youth migrating to a foreign country, we were able to analyse and understand many valuable information on this topic. Additionally, comprehend what is lacking and what needs to be undertaken for the betterment of Kerala students and youth.

- From the study it was clearly noted that a significant portion of respondents rely on the internet and family and friends who migrated abroad for information. And the dependence on the government agencies is very low. It is essential to provide accurate information to people and government should take up more role in it, by ensuring that information on migration matters is readily available and accessible online.

- Although a relatively low percentage of respondents consider cultural adaptation as a challenge, it's still an important aspect. To make it easier for prospective migrants to settle in their new environment, organizations, migration agencies, and government bodies can provide cultural sensitivity training and resources.

- For many respondents Financial Constraints are a major concern. To help individuals manage the financial aspects of migration, financial institutions and NGOs could provide information on loans, scholarships, or financial planning services.

- Given that a large percentage of respondents are motivated by the potential for higher income and better educational opportunities, governments and educational institutions should work on creating attractive programs and scholarships for students.

- Kerala Governments can also promote programs that attract foreign talent and investments to boost job opportunities in the State.

- From the study conducted, since Quality of life is a significant factor. Destination countries should focus on improving healthcare, housing, and safety to attract migrants.

- The importance of the Kerala community in the decision-making process suggests that fostering and maintaining strong Kerala communities abroad is crucial. Community organizations, cultural centres, and government support are all necessary to achieve this.

- The lack of awareness about government policies in the destination country is a concern. To educate potential migrants about relevant regulations and support services, governments can invest in campaigns.

- Majority of the respondents stated that they would return, so the government can create programs that facilitate their reintegration into the local job market and society.

- Solo migrants should have support systems, including counselling and community-building programs, as a high percentage plan to migrate alone.

- From the study we can understand that a majority are planning to migrate abroad. To limit the out-migration of youth, the Kerala government should work on policies in such a way that students and youth are attracted to stay in Kerala itself. And also focus on providing the young individuals with opportunities that encourage them to settle down in Kerala itself.

4.3 CONCLUSION

"Beyond Borders: A Survey-Based Study Investigating the Decision-Making Process of Kerala Students/Youth Migrating to Foreign Countries" delves into the complex dynamics that underlie the migration choices of Kerala's young population. This study aims to uncover the motivations, challenges, and preferences of Kerala students and youth who are contemplating or embarking on journeys to foreign lands for education, employment, and personal growth. Through a comprehensive survey of 220 respondents, this research sheds light on the factors influencing their decision to move abroad. And to identify the key motivations and factors influencing their migration choices, providing insights for policymakers and stakeholders to enhance educational and employment opportunities within Kerala.

The survey of Kerala students and youth contemplating migration to foreign countries reveals a strong desire for better educational opportunities and for their family status. And also with employment opportunities, personal growth, higher income potential, and improved standards of living being primary motivations. The need for financial support and planning resources is underlined by the significant challenge of financial constraints. According to the survey, the majority relies heavily on internet research and guidance from family and friends, indicating a lack of government involvement in providing information about immigration. Low awareness of government policies in destination countries is a cause for awareness campaigns and educational initiatives. Reintegration programs can be established by the state government due to the intention of most respondents to return to Kerala. The significance of the Kerala community in the decision-making process underscores the need to support and cultivate Kerala communities abroad. To enhance the migration decision-making process, various stakeholders should work on improving information access, cultural adaptation, financial support, and community networks, while the Kerala government should focus on policies that encourage youth to stay in the state.

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WEBSITES
- https://www.researchgate.net/
- https://www.scirp.org/
- https://www.tandfonline.com/

APPENDIX

Beyond Borders: *A Survey Based Study Investigating the Decision-Making Process of Kerala Students/Youth Migrating to Foreign Countries.*

Hey there,

I am a student pursuing final year PG in Business Analytics. As part of my final year project, I am conducting a survey "Beyond Borders: A Survey Based Study Investigating the Decision-Making Process of Kerala Students/Youth Migrating to Foreign Countries".

It would be of great help if you could help me with it by filling the google forms given below.

All the information obtained in this study will remain strictly confidential and will be used only for academic purpose.

Thank you in Advance.

1. Name: * _____

2. Age: * _____

3. Gender: *
   - o Male
   - o Female
   - o Other

4. What is your educational background? *
   - o High school
   - o Bachelor's degree
   - o Master's degree
   - o Ph.D. or higher

5. Marital Status*
   - o Married
   - o Unmarried

6. Are you currently enrolled in an educational institution? *
   - o Yes
   - o No

7. What is your Current Employment Status? *
   - o Student
   - o Employed
   - o Unemployed

8. Have you considered migrating to a foreign country for educational purposes? *
   o Yes
   o No

9. Have you considered migrating to a foreign country for employment opportunities? *
   o Yes
   o No

10. What are the primary motivations for considering migration? (Select all that apply) *
   ☐ Personal growth and development
   ☐ Cultural exposure
   ☐ Higher income potential
   ☐ Improved standard of living
   ☐ Enhanced career prospects
   ☐ Better educational opportunities
   Other (please specify) _____

11. How important are the following factors in your decision to migrate? (Rate each factor on a scale of 1-5, with 1 being least important and 5 being most important) *

	Very Important	Important	Neutral	Not Very Impor…	Not Important …
Educational op…	○	○	○	○	○
Family Status	○	○	○	○	○
Cultural Influen…	○	○	○	○	○
Employment pr…	○	○	○	○	○
Quality of life	○	○	○	○	○
Social and cult…	○	○	○	○	○
Language barri…	○	○	○	○	○

12. Which countries are you considering as potential destinations for migration? (Select all that apply) *
   ☐ US
   ☐ UK
   ☐ Canada
   ☐ Australia
   ☐ Germany
   ☐ Singapore
   ☐ UAE
   Other (please specify) _____

13. What are the main challenges or concerns you anticipate in the migration process? (Select all that apply) *
- ☐ Financial constraints
- ☐ Visa and immigration procedures
- ☐ Cultural adaptation
- ☐ Language barriers
- ☐ Leaving family and friends behind
- ☐ Uncertainty about job prospects
      Other (please specify) _____

14. What sources of information do you rely on when considering migration? (Select all that apply) *
- ☐ Internet research
- ☐ Education consultants
- ☐ Family and friends who have migrated
- ☐ Social media platforms
- ☐ Official government websites
- ☐ Career counsellors
      Other (please specify) _____

15. How likely are you to seek financial assistance (e.g., scholarships, loans) to support your migration plans? *

	1	2	3	4	5	
Very Likely	○	○	○	○	○	Very Unlikely

16. Are you aware of any government initiatives or programs that support students/youth migrating to foreign countries? *
- o Yes
- o No

17. How influential are government initiatives or programs in your decision to migrate? *
- o Highly influential
- o Moderately influential
- o Slightly influential
- o Not influential at all

18. How well-prepared do you feel regarding the migration process? *

	1	2	3	4	5	
Very well-prepared	○	○	○	○	○	Not prepared at all

19. What type of educational institution do you prefer to pursue your studies in a foreign country? *
   - ☐ University
   - ☐ Community college
   - ☐ Vocational school
   - Other (please specify) _____

20. How important is the availability of scholarships and financial aid in your decision to choose a specific destination? *

	1	2	3	4	5	
Very Important	○	○	○	○	○	Not Important at all

21. What are your expectations regarding employment prospects in the destination country? *

	1	2	3	4	5	
Very High	○	○	○	○	○	Very Low

22. How long do you anticipate staying in the destination country? *
   - ☐ Less than 1 year
   - ☐ 1-3 years
   - ☐ 3-5 years
   - ☐ 5-10 years
   - ☐ More than 10 years
   - ☐ For Life time

23. What is your preferred field of study or profession in the destination country? *
   - o Science, Technology, Engineering, and Mathematics (STEM)
   - o Business and Management
   - o Arts and Humanities
   - o Healthcare and Medicine
   - o Social Sciences

24. Are you considering migrating alone or with family?
   - o Alone
   - o With family

25. Are you aware of any government policies or regulations in the destination country that may affect your migration plans?
    - ○ Yes
    - ○ No

26. How important is the presence of a Kerala community or diaspora in the destination country in your decision to migrate?

	1	2	3	4	5	
Very Important	○	○	○	○	○	Not Important at all

27. How likely are you to return to Kerala after completing your studies or gaining work experience in the destination country? *

	1	2	3	4	5	
Very Likely	○	○	○	○	○	Very Unlikely