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**Abstract**

This study examines the influence of family on Thai students' choices of international education. A qualitative phase indicated that influence from family can be slotted into one of five categories: finance, information, expectation, persuasion, and competition. The choices of international education can be classified into the decision to study abroad, choice of country, city, academic program, and of university. Subsequent quantitative analysis demonstrated that students from family with direct experience of study abroad are, themselves, subject to higher family expectation to study abroad than students from family without direct experience. The impact of social competition on students is more profound for those from Bangkok, than for those from other areas in Thailand. Furthermore, Thai students from households comprising nuclear family are more highly influenced by family than individuals from extended and alternative family households. The study has implications for marketing practices in higher education institutions, in particular those which market themselves to Thailand. (HRK / Abstract übernommen)