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**Abstract**

With increasing student migration for Higher Education to Karnataka, it is important to understand the reasons which influence the migrants. Studies have indicated various push and pull factors for migration. This paper identifies career opportunities, value for education, brand equity, living conditions and others as pull factors of student migration using exploratory factor analysis. Further, the paper develops a structural equation model using a partial least square technique based on the factors explored. The research is based on primary data collected from students who migrated to Karnataka for Higher Education. The partial least square structural equations model shows that job opportunities and academic progression are the main factors influencing the decision to migrate to Karnataka. (HRK / Abstract übernommen)