Repositório ISCTE-IUL

International Learning Experience in Different Cultures

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Abstract: This study aims to give an understanding about what are the main reasons that are taken in consideration by foreign students in their decision to stay or leave the country where they have completed their studies. Based on literature review a survey was built and sent to students of different nationalities, which focused on the main dimensions valued by an individual when choosing a place to live. The results showed that the variables "Perception (Education)", "Environment", "Health and well-being", "Social influence", "Intention to live abroad", "Social influence" and "Intent to live abroad" where the ones with greater impact in the decision of a foreign student to stay or leave the country.

Keywords: University Students; Retaining talent; Socioeconomic condition; Country attraction.

1. INTRODUCTION

In 2017, 258 million people (about 3.4% of the world population) were international migrants, who sought better living conditions and job opportunities. Of this total, it is estimated that 4.4 million people are international students and 150.3 million people are migrant workers (Antoninis, 2018). The most relevant migratory movement occurs from Mexico to the United States, but the ones that exist from Eastern Europe to Western Europe, from North Africa to Southern Europe, and from South Asia to the countries of the Persian Gulf are also relevant. Half of international students move to the following English-speaking countries: Australia, Canada, United States, New Zealand and United Kingdom. There are countries like Mexico and United States that use mobility programs as cultural diplomacy and development aid, and some issuing countries, such as Brazil and Saudi Arabia, subsidize studies abroad as a development strategy (Antoninis, 2018).

There are three factors that are considered when assessing a country's ability to retain talent. First, investments and the development of homemade talents are evaluated, that is, the size of public investment in education and quality of education is analyzed. In addition, when it comes to the development of homemade talents, we seek to verify the implementation of employee learning and training for companies, development of the female workforce and the quality of health infrastructure, in relation to the health needs of society. Subsequently, the appeal is investigated, that is, factors such as cost of living and quality of life. In addition, ability to attract qualified foreign labor is assessed. Finally, readiness factor is examined, where the growth of the workforce and the quality of available skills are studied, the capacity of the educational system to meet the talent needs of companies (Institute for Management Development, 2019).

To support the theoretical basis of the study below, a list of human needs was used, such as: job security, political freedom and gender equality (Ferrans, C. E., & Powers, 2005). In these studies, the main points that individuals consider relevant to the classification of quality of life are considered. In this way, it is intended to select the most important points that motivate a person to choose a certain place to live. Subsequently, the aim is to analyze the responses given by foreign students, to support the decision maker, within the scope of economic and social policies, to take measures that increase considerably the retaining of talents in the country. As such, the main objective of our research is to identify the main factors that can motivate foreign students to remain in the country where they competed their studies. It is known that important issues, such as mobility, environment, health system, among others, are taken into account by individuals in the process of choosing the place of residence (Zhao, Bentlage, & Thierstein, 2017). Notably, it is considered essential that the educational level of the economically active population is high (Obot, Popoola, & Aderemi, 2018). However, it is unknown how much individuals value each factor, and therefore we intend to investigate those factors minutely, in order to identify and demonstrate the crucial points for the retention of qualified workforce and, consequently, promote sustainable economic development (Duque et al., 2020; Pereira et al., 2021).

Once we find out the factors that motivate foreign students to continue living in the country they studied, we can see which positive points need to be maximized and which negative points need to be minimized to keep students from returning to their country of

origin to seek a better place to live. This way, we benefit government agents and entrepreneurs, since retaining talent affects all individuals that make up a country's economy (Dias et al., 2021b). Thus, the results and conclusions of the present study can serve as subsidies to create ways of a country to obtain notoriety gain in the international market, what is mandatory to develop the national market. Therefore, the objective is to subsidize economic and social policy makers, to develop public policy actions throughout the national territory, that is, to provide relevant information to support long-term planning, to promote economic growth based on the retention of talents and the subsequent increase in business innovation.

The study proceeds as follow: Section 2 presents the theoretical background and the conceptual model. In Section 3, we describe the research design and detail it in the next sections (4, 5 and 6). In Section 7, we discuss the empirical findings. Section 8 concludes by presenting theoretical, practical, and managerial implications, limitations, and future research.

2. LITERATURE REVIEW

The literature review was done with the goal of leveraging studies that cover topics that were related to reason that people find relevant when taking the decision about place to leave. We found a wide range of variables, from social-economic factors to environment and heath indicators.

In social support, here is a particular study that links happiness with prosocial behavior and voting. In this study, it was found that the happiest people are not only more likely to get involved in politics and vote but are also more likely to vote for historic parties. Other studies link workplace design and happiness (Dutschke, et al., 2019). Regarding prosocial behavior, there is no consistent experimental evidence to support a causal relationship between well-being and this type of behavior (Helliwell, 2019). It was also considered that Residence type can be relevant. Studies that analyze the impacts of housing on general well-being can measure whether housing conditions can also influence housing security, for example. Along with this, it is clear how housing disparities and inequalities can occur, especially in communities with low-income inhabitants, located in the urban area. Therefore, the quality of the lease, the financial restrictions on the choice of housing and the insecurity of the housing, have direct and indirect impacts on the physical and emotional health of the tenants (Marquez, Francis, & Gerstenberger, 2019). In relation to property location and education, a study carried out in China shows that when people choose a place to live, they consider the proximity to schools, as the Chinese strongly believe that education critically determines the future of their children. Thus, as the supply of good schools is scarce in Beijing, for example, parents are willing to pay a high rent, such is the importance given to education by the Chinese. This, therefore, puts pressure on the price of real estate, significantly influencing the local real estate market (Yang, Hao, & Wu, 2019). Also, a study in Canada about location security covering the significant differences in the incidence of victimization and

satisfaction with personal safety among elderly people showed that 38% of the variation in reported incidents of victimization, and about 23% of the variation in satisfaction with personal safety from crime were attributable to rural-urban residence. The proportion of variation in the incidence of victimization and satisfaction with personal safety in the analysis did not change significantly after accounting for selected variables in the study, demonstrating the importance of place in understanding the variables (Amegbor, Rosenberg, & Kuuire, 2018).

In relation to how the interaction between pollution and the three pillars of urban sustainability (economic, social, and environmental) determines the city's habitability, the results of a sample that merges the responses of 33,579 citizens from 67 European cities and objective data on urban pollution show that pollution is negatively associated with the city's habitability. In addition, economic sustainability is negatively associated with pollution (via environmental sustainability) and positively associated with the city's livability (via social sustainability) (Martínez-bravo, Martínez-del-río, & Antolín-l, 2019).

Regarding heath, mental health was considered in a study in Britain, that analyzed the effects of place and preference on the association between mental health and internal migration found out that people with mental health problems are prone to move to areas where migration is relatively uncommon which leads to increased demand for mental health services in those areas (Sam Wilding, David Martin, 2018). Therefore, people's mental health directly influences where they choose to live and this behavior signals to social and economic policy makers, a need to be met in these specific places, now inhabited by people with weak mental health. Food in also considered in a study in Japan that looked at the relationship between local and resident foods showed that the years of residence in the municipality are a significant factor in the diversity of local foods produced, i.e., many years of residence correlate with a greater diversity of local foods. That happens because the residents expanded their social networks in the daily life of the municipality and frequently accessed the local food knowledge, transmitted from person to person, through local social networks. It was also discovered that the diversity of local foods among residents correlates with the years each resident lives in the municipality. The result suggests that adequate management of social networks by local residents is necessary, which depends on the surrounding environment, to transmit knowledge of local foods (Ryo Kohsaka, Hikaru Matsuoka, 2016). In Australia, researchers investigated people who practiced physical activities for recreation or exercise on the streets of the neighborhood, thus analyzing the associations of these activities with the perceived environmental attributes. In addition to confirming that the neighborhood streets are considered important resources for adults to engage in physical activities or recreational exercises, it was found that the performance of these activities in the streets close to the house was associated with two environmental attributes of the neighborhood: attractiveness and connectivity with the streets of the neighborhoods. Thus, those who realized that they lived in areas with attractive natural resources, free from rubbish and graffiti were more likely to use the streets near the house for their recreational activities or exercises (Sugiyama, Leslie, Giles-corti, & Owen, 2009). Finally, it was found the use of the

neighborhood streets for physical activities was associated with access to external recreational facilities, such as: park, sports facilities, beach, and river, as well as access to places of interest in the neighborhood, like cafes, bookstores, libraries, and stores. A study carried out in Germany, addresses the topic of life expectancy and parental education, providing new evidence of a strong correlation between life expectancy and maternal education. That is, children of mothers with better education live about two years longer, from the age of 65, than children of mothers with less education. For father education, the correlation is lower and in most analysis it is not statistically significant (Huebener, 2019). On the same theme, an article about the interaction between life expectancy and the environment, and its resulting dynamic implications, shows that environmental quality depends on life expectancy, since agents who expect to live longer have a greater concern for the future and, therefore, invest more in environmental care (Mariani, 2010). That explains the positive relationship between life expectancy and care for the environment.

In the case of economic factors, salary, employment, and cost of living were found relevant**.** When addressing the topic of wages, it is shown that newly qualified low-skilled immigrants serve as very elastic marginal workers, willing to be selectively located in destinations with better prospects in the labor market. They are also quite sensitive to earnings and geographically flexible, which tends to reduce the degree to which changes in local demand are reflected in local results. Specifically, a small effect of the minimum wage on employment implies that demand is quite inelastic, while a slight impact of immigrant inflows on native wages implies that demand is quite elastic. When the immigrant selects the job market with the highest returns, it turns out that the resulting mobility tends to match returns across geography. This dynamic will tend to reduce the estimated impact of immigration inflows on wages, as well as the estimated impact of the minimum wage on employment (Brian, 2014). Other economic factors considered were Economic freedom, where studies of how economic freedom potentially affects perceptions of control indicate that individuals living in countries with greater economic freedom are more likely to perceive greater procedural justice and the opportunity for social mobility, in addition to believing that the government's role is to preserve freedom (Nikolaev & Bennett, 2016), and perception of corruption where a study by Paulus & Kristoufek (2015) on the perception of corruption, in which 134 countries were observed, found a strong link between the levels of corruption and a stage of development within the clusters. The grouping of countries according to their corruption is perfectly equal to the ranking of economic performance measured by the GDP per capita of the member states.

3. CONCEPTUAL MODEL

The objective is to validate the proposed model through tests and some hypotheses (Figure 1). Talent retention is achieved in different ways. However, talent retention capacity is assessed as countries excel in the following aspects: investment and development of local talent, that is, the volume of public investment in education, the quality of education, the development of talents, the implementation of learning and the training programs for employees by companies. In addition, the factor of attraction is

considered, that is, the ability to attract highly qualified foreign labor. Finally, we analyze the growth of the workforce and the quality of available skills (Institute for Management Development, 2019).
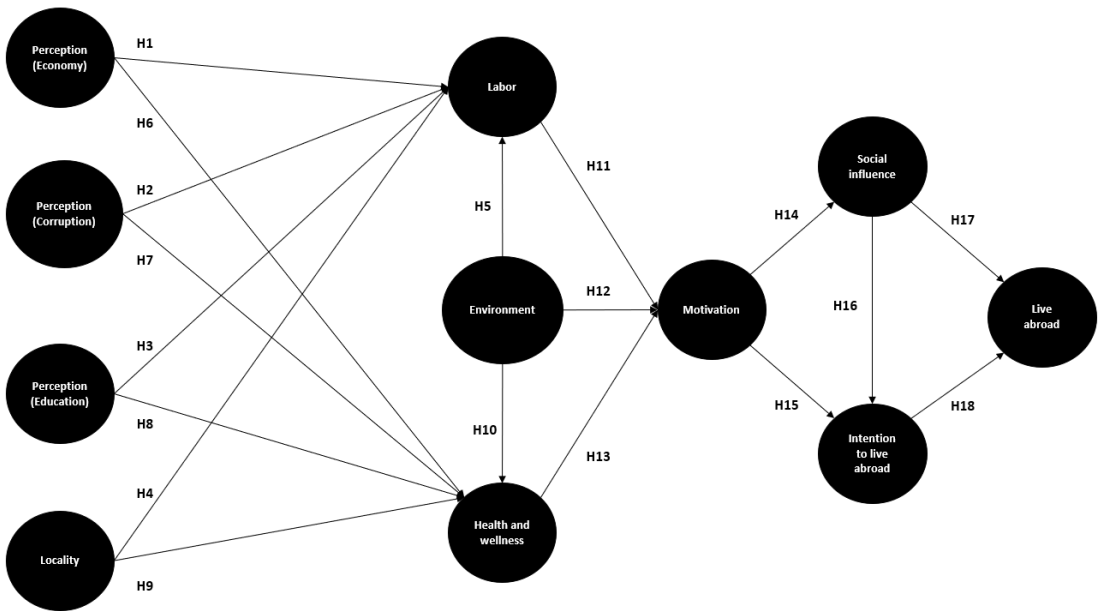

Figure 1. Conceptual model

It is known that there is a direct relationship between residents' perceptions of the local economy and their perceived negative environmental impacts from tourism (Hateftabar & Michel, 2020; Dias et al., 2021a), for example. In this way, we seek to perceive, what are the impacts that the perceptions of individuals in relation to the economy have on the decision making about whether to remain in a foreign country after the conclusion of the studies. As such, we hypothesize:

H1: Perception (Economics) positively influences work.

H6: Perception (Economics) positively influences health and well-being.

The perception of corruption is not only a function of the individual experience of corruption, but also of the characteristics of the individual and the country, which systematically shape individuals' beliefs about corruption in their country (Gutmann et al., 2020). Therefore, the objective is to understand how this perception influences the decision-making process regarding the permanence or not, in a foreign country, after the conclusion of the studies. As such, we hypothesize:

H2: Perception (Corruption) positively influences work.

H7: Perception (Corruption) positively influences health and well-being.

It is known that some factors influence the perception of education. School violence, for example, is sometimes cited as an impacting factor on the quality of the school learning environment (Krings, Thomas, Lee, Ali, & Miller, 2018). Thus, we seek to understand which other factors are relevant in the perception of education and how these factors influence others. As such, we hypothesize:

H3: Perception (Education) positively influences work.

H8: Perception (Education) positively influences health and well-being.

It is known that for young people, living conditions are less important than for the elderly. In addition, the size of the house is significant for the elderly, but not so much for the young. In terms of income groups, especially for housing satisfaction, there are more significant housing variables for low-income families than for high-income families (Zhang, Zhang, & Hudson, 2018). Therefore, the objective is to understand which elements are highlighted by individuals when choosing a property to live. As such, we hypothesize:

H4: Location positively influences work.

H9: Location positively influences health and well-being.

A study carried out in Shanghai, China, demonstrated a strong positive relationship between high income and high concern for the environment (Parizanganeh, Lakhan, Yazdani, & Ahmad, 2011). That said, the present study was developed to also understand whether respondents show concern for the environment, and how they are characterized. As such, we hypothesize:

H5: Environment positively influences work.

H10: Environment positively influences health and well-being.

H12: Environment positively influences motivation.

It is known that the quality of transport indirectly influences the lives of workers, that is, the lack of urban mobility can low the team morale, hence, it can also decrease productivity and cause a reduction in business efficiency. In this way, negative effects on employee productivity are generated (Bartle & Chatterjee, 2019). This study seeks to understand which factors related to employment are considered when choosing an ideal work environment and how they influence the quality of life of these individuals. As such, we hypothesize:

H11: Work positively influences motivation.

In several countries there are problems and difficulties in offering quality health services. In some cases, the difficulty in making an appointment is pointed out, as the first negative factor that generates dissatisfaction in the users of this type of service (Demir, 2019). Therefore, this study analyzes which points are most valued by people, in terms of considering a given health service as the one that corresponds to expectations. As such, we hypothesize:

H13: Health and well-being positively influences motivation.

The motivational factor has already been studied on other occasions, such as with foreign students who decided to study in Canada. It is concluded that the motivation to study abroad must take into account at least two factors: the level of autonomy in making this decision and the content of the objectives that students pursue during their move abroad (Chirkov, Safdar, Guzman, & Playford, 2008). Similarly, we seek to investigate the relationship between motivation and decision-making about living abroad. As such, we hypothesize:

H14: Motivation positively influences social influence.

H15: Motivation positively influences the intention to live abroad.

The hypothesis of a bias related to social influence was recently investigated when brainstorming participants select ideas, that is, it was tested whether participants who had to select their favorite ideas from a list were influenced by a colleague's previous choices of ideas. Thus, this hypothesis was confirmed. Furthermore, it was found that when there was a random choice of ideas by the partner, in both experimental conditions it neutralizes any possible bias due to the quality of the ideas (Fleury et al., 2020). As such, we hypothesize:

H16: Social influence positively influences the intention to live abroad.

H17: Social influence positively influences living abroad.

A study in China found that students studying in a relatively less developed city have a stronger intention to study abroad (Hung, 2010). Therefore, this study aims to analyze the main points that are considered about the intention to live abroad. As such, we hypothesize:

H18: Intention to live abroad positively influences living abroad.

4. **METHOD**

The present study is characterized by being descriptive, since it aims only to describe reality, not intending to explain or intervene in it (Júlio, 2011). Quantitative-descriptive studies fit as a category within a research, this category still has sub-divisions, as well as in general the verification of hypotheses and the description of quantitative relationships between specified variables.

The first purpose is for hypotheses that interrelate two or more variables. The second purpose serves to correlate some specific variables to answer specific research questions. The best-known technique for working in this direction is the survey method (Dalfovo & Lana, 2008). Descriptive analysis is the initial phase of this process of studying the collected data. Descriptive statistics methods are used to organize, summarize and describe the important aspects of a set of observed characteristics or to compare those characteristics between two or more sets.

4.1. Data collection and sample

The data used were collected through an online questionnaire aimed at students from all over the world. The script for the application of the questionnaire was prepared considering the main objective and the intermediate objectives of the research, deemed necessary to cover the entire research question. After preparing the questionnaire application script, a pre-test was carried out with a student from NOVA IMS (a Portuguese college) who was doing a master's degree, in order to understand if there would be any need for improvements in the questionnaire application script.

The selection of respondents was made as follows: as the research was carried out according to the students' perception, foreign students and alumni located in different locations around the world were selected. The contact with the interviewees was made online, that is, the questionnaire was sent through an online research platform for these foreign students and former students. The process of preparing the questionnaire, sending and collecting data was carried out in July 2020.

The study was applied online, with the voluntary participation of 300 individuals located in different parts of the world, being students or former university students. Of the 300 individuals, 46 are aged between 18 and 24 years old, 106 are aged between 25 and 29 years old, 102 are aged between 30 and 39 years old, 28 are aged between 40 and 49 years old, 16 are aged between 50 and 59 years old and 2 are 60 years old or older. It is observed that 59% of the total sample belongs to the male gender and the remaining 41% to the female gender. Most of the sample (72%) has an educational level equivalent to a bachelor's degree.

4.2. Variables

The study adopts qualitative and quantitative variables. Qualitative variables are gender, marital status, nationality, educational level, professional status, and government benefits. Quantitative variables are age and subthemes. The first area is health and well-being, containing questions regarding the degree of importance that individuals credit the quality of health services. The second area is work, where the follow statements were analyzed: "It is okay to work more than forty hours a week" and "I prefer to work in a collaborative corporate environment than in a competitive corporate environment".

The third area is the environment, addressing statements such as "Reducing global warming is more important than improving the economy". The fourth area is a public walkway, consisting of measuring the importance given the offer of public facilities. The fifth area is locality, the importance given to living in a neighborhood with certain characteristics is verified. The sixth area is perception, which is subdivided into three sub-themes: economics, corruption, and education. The seventh area is social influence, the influence of people's opinions on the attitude of an individual is perceived. The eighth area is motivation. The ninth theme is the intention to live abroad. The last theme is to live abroad.

5. RESULTS

Second-generation techniques are used, and, since the study is in an exploratory phase, the Partial Least Squares (PLS) - non-parametric statistical method, based on variance and oriented to forecasting, was applied. This is characterized by lower restriction in terms of sample size and data distribution.

Reflective constructs are used, since it is understood that the variables reflect the latent variable, that is, they are manifest variables of the latent variables in question. Initially, the objective is to test the model's reliability and validity. Therefore, measurement models were applied, and later it was analyzed how latent variables are related using the structural model (Fornell, Larcker, Perreault, & Anderson, 1988).

In the dataset under analysis there are no missing values or outliers. Therefore, it is not necessary to proceed with the removal of observations or application of values imputation procedures. The minimum sample size required must be ten times greater than the highest number of indicators (paths) directed to any latent variable in the structural model, with the structural model having 18 indicators, so a minimum sample is required 180 individuals, which is true.

In order to verify the internal consistency of the model, it is necessary to validate whether the values of composite reliability (CR) fall between 0.6 and 0.7 (acceptable) or 0.7 and 0.9 (satisfactory). In this case, all are above 0.7 (Table 1), except for "Perception (Economy)". The Cronbach's Alpha indicator measures reliability, that is, by quantifying the reliability of a score, the information of several items in questionnaires is summarized (Christmann & Aelst, 2006). Therefore, the internal consistency of a questionnaire is the extent to which questions that comprise it measure the same concept or construct. The closer to 1, the greater the internal consistency of the questionnaire. In the present study, it is observed that all constructs (except "Perception (Economy)") have values greater

than 0.7. This means that the questionnaire shows substantial internal consistency.

As Cronbach's Alpha, composite reliability is considered a measure of internal consistency. It is defined as the indicator of the shared variance between the observed variables used as an indicator of a latent construct (Fornell & Larcker, 1981). As with the values referring to Cronbach's Alpha, the values related to composite reliability are also satisfactory. Subsequently, the average variance extracted was analyzed, that is, it is observed if this indicator is greater than 0.5, that is, if the construct explains more than half of the variance of the indicators. In this case, all are above 0.5, except for "Labor" and "Perception (Economy)", so it was decided to eliminate them. This indicates that the latent variables explain more than half of the variance of their respective indicators.

Table 1. Outer loadings, average variance extracted, composite reliability, and cronbach´s alfa checks.

Latent Variables	Indicators	Outer Loadings	AVE	CR	α
Environment	E2	0.743	0.578	0.845	0.759
	E3	0.829			
	E4	0.838			
Health and wellness	HW2	0.738	0.527	0.930	0.917
	HW3	0.779			
	HW4	0.803			
	HW5	0.788			
	HW6	0.810			
	HW7	0.839			
	HW8	0.751			
	HW10	0.708			
Intention to live abroad	IL1	0.781	0.715	0.882	0.802
	IL2	0.869			
	IL3	0.883			
Live abroad	LA1	0.884	0.724	0.887	0.813
	LA2	0.851			
	LA3	0.817			
Locality	LC1	0.855	0.677	0.863	0.761
	LC2	0.805			
	LC3	0.806			
Motivation	M1	0.909	0.807	0.926	0.881
	M2	0.907			
	M3	0.879			
Perception (Education)	P8	0.815	0.711	0.881	0.797
	P9	0.851			
	P10	0.863			
Social influence	SI1	0.845	0.762	0.906	0.844
	SI2	0.889			
	SI3	0.884			

Note: AVE – Average variance extracted; CR – Composite reliability; α – Cronbach's Alpha.

Average variance extracted (AVE) is a measure of the amount of variance that is captured by a construct in relation to the amount of variance due to the measurement error (Fornell & Larcker, 1981). Therefore, average variance extracted (AVE), composite

reliability (CR) and Cronbach's Alpha, present the desired values, being higher than 0.5, 0.7 and 0.7 respectively (Bagozzi, 1988). This demonstrates that latent variables can be used to test the conceptual model.

Subsequently, discriminant validity was verified based on two criteria. First, outer loadings must be greater than cross loadings, which is true in all cases. According to the Fornell-Larcker criterion that analyzes the square root of average variance extracted (AVE) for each latent variable, this value having to be greater than the correlations between latent variables (Fornell & Larcker, 1981). It turns out that the square root of average variance extracted (AVE) is superior to the correlations in all cases. Thus, it can be said that the analyzed results of the measurement model demonstrate that the model has good internal consistency, confidence indicators, convergent validity, and discriminant validity.

The PLS-SEM aims to maximize the R^2 values of the model's endogenous latent variables. The R-squared criterion (Chin, 1998) is used to assess the predictive capacity of the structural model. Thus, when analyzing the R^2, the following values were observed: 0.509 for "Health and wellness", 0.618 for "Intention to live abroad", 0.473 for "Live abroad" and 0.189 for "Social influence". Taking these values into account, the variance of the exogenous latent variables is described as moderate, as they are both close to 0.5.

To understand if there were problems with data collinearity, the values of the tolerance of the variance inflation factor (VIF) were checked. These values are within the acceptable range (between 1 and 5), thus, there are no collinearity problems. Subsequently, the objective is to understand the path significance, then bootstrapping was applied with the number of observations in the study sample (300), in order to understand the predictive capacity of the structural model with 5,000 re-samples. It is observed that all latent variables are statistically significant, as they presented a t-value greater than 1.96 ($p < 0.05$), thus confirming the following hypotheses proposed: H8, H9, H10, H12, H13, H14, H15, H16, H17 and H18. The latent variable that most explains "Health and wellness" is "Perception (Education)" and "Environment", both with $\beta = 0.291$ ($p < 0.05$). The latent variable that most explains "Motivation" is "Health and wellness", with $\beta = 0.408$ ($p < 0.05$). The latent variable "Motivation" explains "Social influence" and "Intention to live abroad", with $\beta = 0.434$ ($p < 0.05$) and $\beta = 0.606$ ($p < 0.05$), respectively. The latent variable "Social influence" explains "Intention to live abroad" and "Live abroad", with $\beta = 0.302$ ($p < 0.05$) and $\beta = 0.347$ ($p < 0.05$), respectively. Finally, the latent variable "Intention to live abroad" explains "Live abroad", with $\beta = 0.430$ ($p < 0.05$) which means that when "Intention to live abroad" increases a standardized unit, "Live abroad" increases 0.430 standardized units.

Table 2. Boostrap results.

	Original sample	Sample mean	Standard deviation	t statistics	p values
Environment → Health and wellness	0.291	0.292	0.060	4.837	0.000
Environment → Motivation	0.221	0.224	0.068	3.246	0.001
Health and wellness → Motivation	0.408	0.407	0.066	6.214	0.000
Intention to live abroad → Live abroad	0.430	0.429	0.072	5.999	0.000
Locality → Health and wellness	0.256	0.256	0.066	3.903	0.000
Motivation → Intention to live abroad	0.606	0.605	0.050	12.251	0.000
Motivation → Social influence	0.434	0.437	0.055	7.872	0.000
Perception (Education) → Health and wellness	0.291	0.294	0.058	5.043	0.000
Social influence → Intention to live abroad	0.302	0.303	0.052	5.797	0.000
Social influence → Live abroad	0.347	0.349	0.069	5.048	0.000

The model explains 50.9% of the "Health and wellness" variable, 61.8% of the "Intention to live abroad" variable, 47.3% of the "Live abroad" variable, 32.4% of the "Motivation" variable and explains 18.9% of the "Social influence" variable. Thus, it can be seen in Table 3, the model achieved and the respective synthesized results.

Table 3. Structural model assessment.

Independent variables	Hypotheses	β	t-value	R^2
Health and wellness				50,9%
Perception (Education)	H8	0.291	5.037	
Locality	H9	0.256	3.820	
Environment	H10	0.291	4.762	
Motivation				32,4%
Environment	H12	0.221	3.199	
Health and wellness	H13	0.408	6.130	
Social influence				
Motivation	H14	0.434	8.131	
Intention to live abroad				61,8%
Motivation	H15	0.606	12.419	
Social influence	H16	0.302	5.902	
Live abroad				47,3%
Social influence	H17	0.347	4.993	
Intention to live abroad	H18	0.430	6.039	

The blindfolding process was applied using endogenous latent variables contained in the reflective model to compare original variables with the respective predictive values, and, consequently, to see if the latent variable has predictive relevance in the model (Q^2). Table 4 shows that the variables: "Health and wellness", "Intention to live abroad", "Live abroad", "Motivation" and "Social influence" are considerably above zero, thus ensuring predictive relevance to the model. As a measure of predictive relevance (Q^2), values approximately 0.35 indicate that the exogenous latent variable has a high predictive relevance for a certain endogenous latent variable, which is verified in the latent variables.

Table 4. Predictive relevance of the model.

	SSO	SSE	Q² (=1-SSE/SSO)
Environment	900.000	900.000	
Health and wellness	2.400.000	1.674.640	0.302
Intention to live abroad	900.000	508.705	0.435
Live abroad	900.000	605.877	0.327
Locality	900.000	900.000	
Motivation	900.000	672.046	0.253
Perception (Education)	900.000	900.000	
Social influence	900.000	773.151	0.141

Predictive relevance (Q^2) is critical to assess the predictive validity of a complex model (Chin, 1998). It refers to "a synthesis of cross-validation and adjustment of function with the perspective that the prediction of observables is of much greater relevance than the estimation of what are often artificial constructions - parameters" (Geisser, 1975).

6. DISCUSSION

This study shows that the latent variables that most explain "Health and wellness" are "Perception (Education)" and "Environment", the latent variable that most explains "Motivation" is "Health and wellness", the latent variable "Motivation" explains "Social influence" and "Intention to live abroad", the latent variable "Social influence" explains "Intention to live abroad" and "Live abroad" and, finally, the latent variable "Intention to live abroad" explains "Live abroad".

Initially, it is noticed that the variables inserted in the "Perception (Education)" construct that explain "Health and wellness", are related to the importance that the respondents give to the existence of quality public schools, when choosing a place to live. Teaching cost and university quality, on other hand, are valued in the decision-making process about which school or university to study. Thus, it is concluded that moderate importance was given to the aforementioned items, that is, on a scale of 1 to 9, on average, individuals rated the importance given to the factors addressed as 7. Such perceptions are in accordance with the cited literature that demonstrates that people residing in China have proximity to schools as a determining factor in choosing a property to live in (Yang et al., 2019). Therefore, the importance of education is evident in the decision-making process about where to live.

Later, still on "Health and wellness", this is also explained by "Environment". This construct includes variables such as the agreement to avoid the consumption of disposable cups, straws and plastic bags, the degree of importance given the separation of waste at home and the frequency with which the waste is collected in the regular collection system. It appears that on average the respondents agree in a mildly moderate way, with regard to avoiding the consumption of disposable cups, straws and plastic bags, that is, on a scale of 1 to 9, on average the individuals rated it as 6. In relation to the separation and frequency of garbage collection, the participants moderately classified (7) the importance given the issues previously mentioned. It should be noted that the results presented on the theme of the environment are in line with the literature cited in this study that demonstrated a negative association between pollution and habitability and between

pollution and economic sustainability but a positive association between economic sustainability and habitability (Martínez-bravo et al., 2019). In this way, it was noticed that the results extracted from the analysis demonstrate similarity with the literature, that is, there is a concern between the preservation of the environment and habitability.

Then, the construct that most explains "Motivation" is the "Health and wellness" construct, where variables related to the degree of importance are inserted, given the following qualities of health services: "Infrastructure of the health unit", "Services well executed", "Agility and speed of response", "Attention to providing information", "Ability to answer customer questions", "Concern and care in preserving customer interests", "Easy scheduling of health services" and "Flexibility to meet customer interests". It is observed that moderate importance was given to the aforementioned items, that is, on a scale of 1 to 9, on average, individuals rated the importance given to the factors addressed as 7. The concern with health and well-being is confirmed in the literature, because people who perceive themselves to be living in a place with natural resources, free from graffiti and garbage, are more likely to use the streets near the house for recreational activities or exercise (Sugiyama et al., 2009). Thus, it appears that in both cases, people are concerned about their own health and well-being, so it is a relevant point in choosing a place to live.

The "Motivation" construct explains "Social influence" and "Intention to live abroad". Thus, the variables that are contained in the "Motivation" construct and that explain the constructs mentioned above, refer to the agreement with the following statements: "Living abroad is attractive", "Living abroad is pleasant" and "Living abroad is very interesting". It was found that on average the respondents agreed in a mildly moderate way (6) with the statement that living abroad is pleasant, and, they moderately agreed (7) that living abroad is attractive and living abroad is very interesting.

The construct that most explains "Live abroad" is "Intention to live abroad", this construct includes variables referring to agreement with the following statements: "I am curious to have this experience", "I intend to live abroad" and "I want to know more about living abroad". On average, individuals moderately agreed (7) with the statement that they are curious to have this experience and classified the statements in a mildly moderate way (6): "I intend to live abroad" and "I want to know more about how to live abroad". In the "Live abroad" construct, variables related to the statements are inserted: "I am going to live abroad", "I study abroad" and "subscribe to information services on living conditions to live abroad". It is noticed that the participants moderately agree (6) that they will live abroad and are neutral (5) as to the statements that they study abroad and subscribe to information services on the living conditions to live abroad. Therefore, one of the most relevant factors that motivate a foreign student to remain in the country after completing their studies is education, what means that individuals value the quality of public schools and universities, as well as the costs of higher education. In addition, it is observed that the respondents are slightly concerned with the environment, as they did not strongly agree with the responsible and conscious consumption of disposable cups, straws, and plastic bags, and they moderately cared about the separation and garbage collection. "Health and well-being" are also an extremely important factor for people who

answered the questionnaire, since they strongly assessed the importance given to the infrastructure of the health unit and to well-executed services. They also value agility and speed of response, attention to the provision of information, ability to answer customer questions, concern, and care in preserving customer interests, easy scheduling of health services and flexibility to meet customer interests, what is a clear signal that health and well-being are extremely important factors for individuals.

Regarding the motivation of individuals, the most recognized as expressive is the consideration that living abroad is attractive and very interesting. This demonstrates the intention of the people who answered the questionnaire, that is, these people feel motivated to live this experience. Finally, it was noted that, relatively to the intention to live abroad, the most important topic shown by the respondents was the curiosity to live this experience abroad.

7. CONCLUSION

The objective of the present study was to understand the main reasons that are considered in the decision-making process, regarding the choice of the students to remain or not in the foreign country that they studied. Thus, we decided to analyze the relationships between the main themes, namely the perception of the economy, corruption, education, location, work, environment, health and well-being, motivation, social influence, intention to live abroad and live abroad.

The results demonstrate that the latent variable that most explains "Health and wellness" is "Perception (Education)" and "Environment". The latent variable that most explains "Motivation" is "Health and wellness". The latent variable "Motivation" explains "Social influence" and "Intention to live abroad". The latent variable "Social influence" explains "Intention to live abroad" and "Live abroad". Finally, the latent variable "Intention to live abroad" explains "Live abroad".

Regarding education, it was observed that the respondents moderately considered the importance of the existence of quality public schools when choosing a place to live, and the cost of higher education and the quality of the university in the decision-making process about which school or university studying. Regarding the environment, it was noted that individuals are not overly concerned with issues related to this topic, since they don´t care much about avoiding the consumption of disposable cups, straws and plastic bags, separation of garbage at home and the frequency with which garbage is collected in regular collection system.

Regarding health and well-being, it was found that the participants considered, in a moderate way, the importance of the following qualities of health services: infrastructure of the health unit, well-executed services, agility and speed of response, attention in providing information, ability to answer customer questions, concern and care to preserve customer interests, easy scheduling of health services and flexibility to meet customer interests. In the theme "Motivation", individuals moderately agreed that "Living abroad is attractive" and "Living abroad is very interesting".

Similar behavior occurred with the theme "Intention to live abroad", as the

respondents agreed in the same way with the statements: "I am curious to have this experience", "I intend to live abroad" and "I want to know more about how to live in abroad". The last theme "living abroad", it was found that people moderately agreed, that "they will live abroad".

After a careful analysis of the answers given by the study participants, it is concluded that, for individuals from the United States, Canada and Brazil, the factors that are most important, and therefore those that influence the most the decision-making process about staying in the foreign country they are studying, after completing their studies are: Education, the cost and quality of teaching institutions; Health and wellness, the quality of the health services provided, such as the quality of the infrastructure and services well performed; Motivation, people are attracted by the idea of living abroad; Intention to live abroad, it has been shown that people are interested in the experience of living abroad; Live abroad - the respondents agreed with the statement that they will live abroad. It was found relevant that the responses showed that these individuals do not care much about the environment, despite this being a relevant topic in people's quality of life. Therefore, if a country wishes to attract and retain talents from the Americas, namely the United States, Canada, and Brazil, they need to focus on education, health, and well-being. In this context, this study aims to serve as a basis for the development of economic and social policies, to promote sustainable and long-term economic growth. For this, it is necessary to understand how foreign students think and conceive the ideal place to live.

Our main limitation concerns the quality and quantity of information obtained. It depends significantly on the respondents' ability and willingness to cooperate. In general, people refuse to participate, or they leave questions unanswered, especially when questionnaires are filled in a self-administered manner. There are many reasons for respondents' non-cooperation. Sometimes, people do not perceive any value in their participation. They may also find the subject delicate, being afraid to answer. For a good elaboration of the questionnaire, it is recommended that the form be attractive to motivate the respondent to participate voluntarily in the research (Feliciana Novôa & Antonio da Silva, 2016). Also, we found that 73% of respondents are from the American continent. Even if the results are not directly applicable to other geographies, we think that the conceptual model and the methodology can be used by other researchers in other geographies.

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