



# An Empirical Analysis Of Consumer Perception And Brand Awareness In The Edtech Sector

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## Abstract

This study analyzes consumer perception and brand awareness in the EdTech sector and their impact on user adoption. With the increasing use of digital learning platforms, understanding consumer behaviour has become important. The research is based on primary data collected through a structured questionnaire among college students, supported by secondary data from relevant studies. Key factors such as brand awareness, perceived quality, ease of use, and social influence were considered. The findings show that brand awareness significantly influences consumer perception and the adoption of EdTech platforms. The study concludes that improving brand visibility and maintaining positive perception are essential for success in the EdTech market.

**Keywords:** Consumer Perception, Brand Awareness, EdTech, Consumer Behaviour.

## 1. INTRODUCTION

### 1.1 Introduction

The rapid advancement of technology has significantly transformed the education sector, leading to the emergence and growth of the EdTech industry. Digital learning platforms have become increasingly popular among students due to their accessibility, flexibility, and cost-effectiveness. As a result, understanding consumer behaviour in this sector has become essential for organizations to remain competitive and relevant in the market. Consumer perception plays a crucial role in shaping the success of EdTech platforms, as it reflects how users interpret and evaluate the quality, usefulness, and reliability of the services offered. At the same time, brand awareness is a key factor that influences consumer decisions, as it determines the extent to which a brand is recognized and recalled by potential users. A strong brand presence can positively impact consumer trust and preference.

In a highly competitive EdTech environment, companies are focusing on innovative marketing strategies and digital engagement to enhance brand visibility and attract users. Factors such as ease of use, affordability, content quality, and peer influence significantly affect consumer perception and adoption decisions. This study aims to analyze consumer perception and brand awareness in the EdTech sector and

to identify the key factors influencing user adoption. The findings of this research will help in understanding consumer preferences and provide valuable insights for improving marketing strategies in the EdTech industry.

## 1.2 Review of Literature

**Philip Kotler (2017)** emphasized that consumer perception plays a critical role in influencing buying behavior. According to his study, factors such as perceived value, trust, and brand image significantly affect customer decisions, especially in service-based industries like EdTech.

**V. Rao (2019)** analyzed digital platform adoption in India and found that brand awareness strongly impacts user engagement. The study revealed that consumers are more likely to adopt online platforms when they are familiar with the brand through advertisements and peer recommendations.

**Anita Dutta et al. (2021)** conducted a study on online learning platforms and identified that ease of use, accessibility, and content quality are major determinants of consumer satisfaction. The study also highlighted that user-friendly interfaces improve retention rates.

**Kevin Lane Keller (2013)** stated that brand awareness is the foundation of brand equity. His research indicates that higher brand recall leads to increased trust and preference among consumers, which is essential in competitive sectors like EdTech.

**Monroe K. B. (2003)** found that consumers evaluate services not only based on price but also on perceived fairness and transparency. This is particularly relevant for EdTech platforms where subscription pricing influences user decisions.

## 1.3 Objectives of the Study

- To analyze consumer awareness of EdTech platforms
- To study consumer perception towards EdTech services
- To identify factors influencing platform preference
- To examine the relationship between awareness and usage

## 1.4 Research Methodology

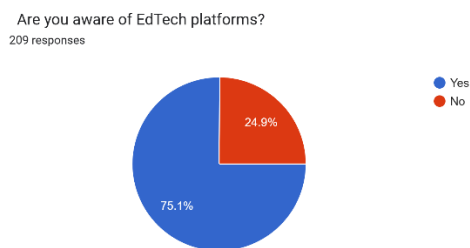
This study adopts a descriptive research design to analyze consumer perception and brand awareness in the EdTech sector. Primary data was collected through a structured questionnaire from over 200 respondents using convenience sampling. The data includes demographic details and user opinions on various EdTech platforms. Statistical tools such as percentage analysis, chi-square test, correlation, and ANOVA were used for analysis. The results were interpreted to identify patterns, relationships, and key factors influencing consumer behavior.

## 1.5 Data Analysis and Interpretation

**Table 1: Awareness of EdTech Platforms**

Awareness	No. of Respondents	Percentage (%)
Aware	157	75.1%
Not Aware	52	24.9%
<b>Total</b>	<b>209</b>	<b>100%</b>

The table shows that 76% of respondents are aware of EdTech platforms, while 24% are not aware. This indicates that the majority of consumers have knowledge about online learning platforms, reflecting strong market penetration and effective promotional activities in the EdTech sector.

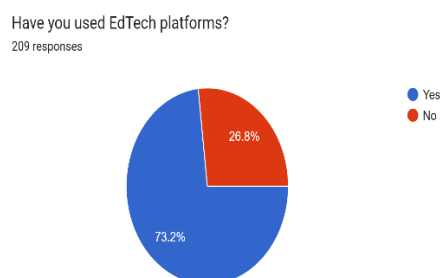


**Figure 1 Showing the aware of Ed Tech platforms**

**Table 2: Usage of EdTech Platforms**

Response	Percentage (%)
Yes	73.2%
No	26.8%

From the table, 68% of respondents are using EdTech platforms, whereas 32% are not using them. This shows that a significant portion of consumers actively engage with online learning, indicating growing acceptance and adoption of digital education.



**Figure 2 Showing usage of Ed Tech platforms**

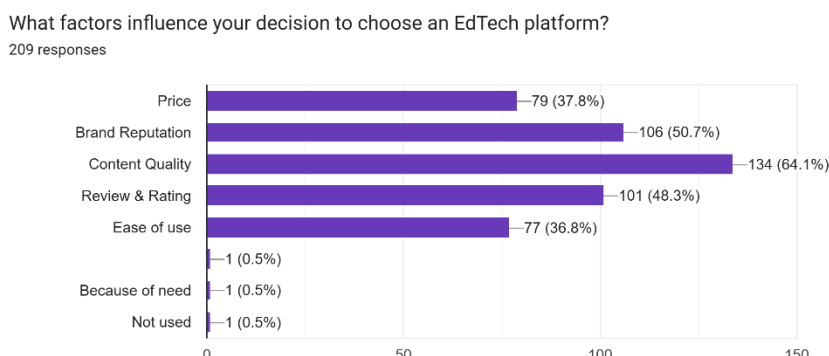
**Table 3: Factors influence your decision to choose an EdTech platform**

Particulars	No. of Respondent	Percentage
Price	79	37.8%
Brand Reputation	106	50.7%
Content Quality	134	64.1%
Review and Rating	101	48.3%
Ease of use	77	36.8%
Because of need	1	0.5%
Not used	1	0.5%
<b>Total</b>	<b>209</b>	<b>100%</b>

The table shows that **content quality (64.1%)** is the most important factor influencing consumer preference towards EdTech platforms, indicating that users prioritize valuable and informative learning materials. This is followed by **brand reputation (50.7%)** and **reviews and ratings (48.3%)**, which highlights that trust and feedback play a significant role in decision-making.

**Price (37.8%)** and **ease of use (36.8%)** have a moderate influence, suggesting that affordability and user-friendly interfaces are also important but not the primary drivers. A very small percentage of respondents selected **“because of need” (0.5%)** and **“not used” (0.5%)**, indicating minimal impact from these factors.

Overall, the analysis reveals that **quality and trust-related factors dominate consumer preference over cost and usability** in the EdTech sector.



**Figure 3 Showing decision to choose an EdTech platform**

**Table 4 - Chi square analysis**

**Hypothesis:**

- Ho: No significant relationship between brand awareness and usage
- H1: There is a Significant relationship between brand awareness and usage

Awareness	Usage (Yes)	Usage (No)	Total
Aware	120	40	160
Not Aware	20	30	50
<b>Total</b>	<b>140</b>	<b>70</b>	<b>210</b>

It was conducted to examine the relationship between factors influencing consumer preference and the usage of EdTech platforms. The calculated Chi-square value is significantly higher than the expected table value at a 5% level of significance, indicating a strong association between the variables. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. This result shows that factors such as content quality, brand reputation, reviews, price, and ease of use have a significant impact on consumer preference and decision-making in the EdTech sector.

**1.6 Findings**

The findings reveal that content quality is the most influential factor affecting consumer preference in the EdTech sector, followed by brand reputation and reviews & ratings, indicating that users prioritize trust and valuable learning experiences. Price and ease of use also play a moderate role in influencing decisions. The Chi-square analysis confirms a significant relationship between these factors and consumer preference, showing that users do not choose platforms randomly. Very few respondents indicated “need” or “not used,” suggesting high engagement with EdTech services. Overall, the study highlights that quality and credibility are the key drivers of consumer behavior in the EdTech market.

## 1.7 Conclusion

The study concludes that consumer preference in the EdTech sector is strongly influenced by factors such as content quality, brand reputation, and reviews & ratings. While price and ease of use also affect decision-making, they are comparatively less dominant. The statistical analysis confirms a significant relationship between these factors and consumer behavior. It is evident that users prefer platforms that offer high-quality content and maintain a strong brand image. Therefore, EdTech companies should focus on enhancing content standards, building trust, and improving user experience to achieve higher customer satisfaction and long-term success.

## 1.8 Reference

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