A STUDY ON CUSTOMER PREFERENCE TOWARDS VARIOUS ED-TECH BRANDS AMONG STUDENTS WITH REFERENCE TO COIMBATORE CITY

Author details:

AFSAL MEHARULLA E

II M.COM CS

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore-641014

Co – Author details:

Dr. J. PRINCY

Assistant Professor

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore – 641014

ABSTRACT:

In recent years, the educational landscape has undergone a significant transformation with the rise of Ed-Tech platforms offering digital learning solutions to school students. This study aims to analyze customer preferences towards various Ed-Tech brands among school students in Coimbatore city. The research investigates the key factors influencing the adoption of these platforms, including content quality, pricing, user experience, technological accessibility, brand reputation, and peer influence. Primary data was collected through structured questionnaires distributed among students and parents in Coimbatore. The findings indicate that interactive content, personalized learning paths, and curriculum alignment are major drivers of customer preference. Among the various Ed-Tech brands, BYJU'S, Vedantu, and Toppr were observed to have strong brand recall and engagement among users. The study offers valuable insights for Ed-Tech companies to better understand the preferences of school-level users and tailor their offerings to meet the evolving educational needs of students.

Keywords: Ed-Tech, customer preference, school students, digital learning, Coimbatore, online education, brand perception, educational technology.

INTRODUCTION:

The development of e-learning in recent years has also expanded access to education and opened up new possibilities for learning and skill building. Learning is no longer the way before that is limited to lesson in our textbooks. The development of multimedia and networking has made it possible for students to learn beyond the classroom. In order to facilitate life-long learning, it is essential for institutions to have an E-learning culture. E-learning is a form of learning that uses electronic media, such as computers, to provide instruction and support for learning. E-learning can be used to provide instruction for a wide variety of topics, including academic, vocational, and professional training. The adaptation of e-learning by students varies greatly depending on various factors such as prior technology usage, access to devices and internet, age, and personal learning styles. Some students may find e-learning convenient and effective while others may struggle with the lack of face-to-face interaction and technical issues.

STATEMENT OF THE PROBLEM:

The rapid development of technology and its widespread availability has led to a growing interest in using ed-tech as a tool for teaching and learning. In particular, the use of ed-tech become increasingly popular among school children in Coimbatore. This has created a growing demand for Edtech products and services such as online learning platforms, educational apps, and digital textbooks. This study will investigate the consumer preferences and behavior of school children in Coimbatore towards Edtech brands. The results of this study will provide valuable insights into the factors that influence their purchasing decisions and how edtech brands can cater to the needs of this demographic.

OBJECTIVES OF THE STUDY:

- To know the perspective of students on learning through Edtech app over traditional mode of education.
- To understand the various factors influencing students to prefer learning through ed-tech app.
- To identify the various ed-tech brands preferred by students and identify the various added values.

RESEARCH METHODOLOGY:

The study will follow descriptive research to gather information on the preference of students towards ed-tech brands. The data used for this study is both primary data and secondary data. The purposeful sampling technique will be used to select the participants of the study. Descriptive statistics technique will be used to summarize the data and identify the preferences of the selected population.

- SIMPLE PERCENTAGE
- Chi-Square Test

REVIEW OF LITERATURE:

Aaker (1996), brand equity plays a critical role in shaping consumer preference. In the EdTech context, brand trust, brand image, and brand loyalty are crucial. Students prefer EdTech brands that consistently deliver quality content, maintain credibility, and safeguard user data, leading to long-term engagement.

Kotler and Keller (2016), social influence and word-of-mouth marketing have a significant impact on brand preference, particularly in digital-native environments such as educational apps and platforms.

Dhawan (2020), students now prioritize affordable, mobile-friendly, and flexible platforms. Brands that offer freemium models, low-cost subscriptions, or access to quality content without financial strain are increasingly preferred.

Ravichandran and Shanmugam (2023) emphasize that customization and personalized learning paths enhance user satisfaction and brand preference. Features like interactive interfaces, gamification, adaptive quizzes, and personalized progress tracking significantly influence students' decisions in favor of certain EdTech brands.

ANALYSES AND FINDINGS:

TABLE 1 AGE OF THE RESPONDENT:

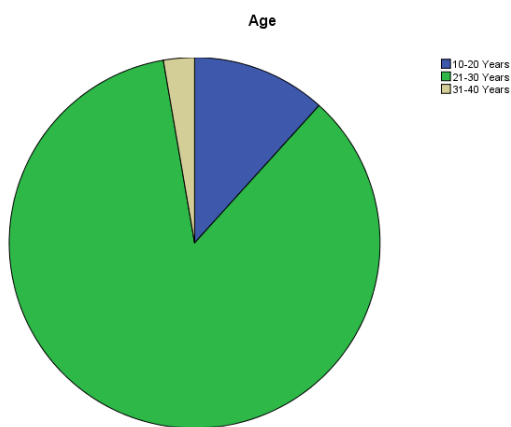|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-20 Years	13	11.7	11.7	11.7
	21-30 Years	95	85.6	85.6	97.3
	31-40 Years	3	2.7	2.7	100.0
	Total	111	100.0	100.0	

Age

- 10-20 Years
- 21-30 Years
- 31-40 Years

TABLE 2 EDUCATION QUALIFICATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduates	14	12.6	12.6	12.6
	Secondary School	47	42.3	42.3	55.0
	Higher School	50	45.0	45.0	100.0
	Total	111	100.0	100.0	

Education Qualification

- Graduates
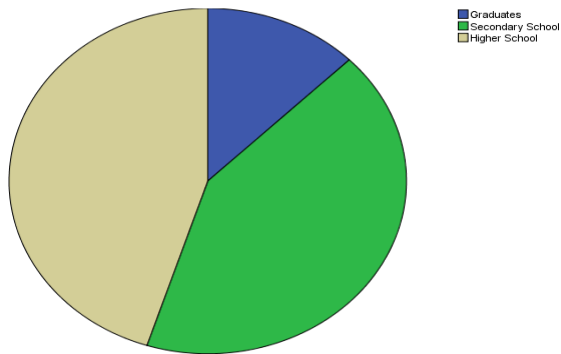- Secondary School
- Higher School

TABLE 3 GENDER

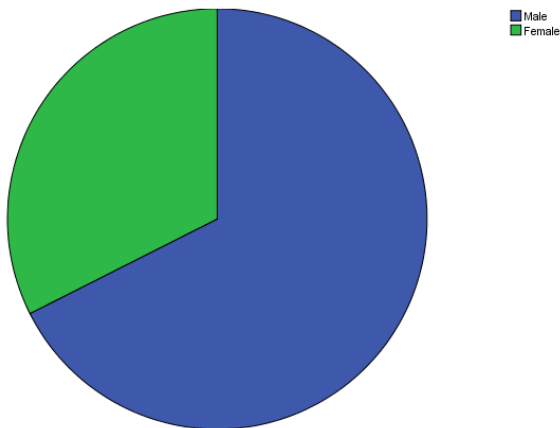|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	67.6	67.6	67.6
	Female	36	32.4	32.4	100.0
	Total	111	100.0	100.0	

Gender

- Male
- Female

TABLE 4 BOARD OF STUDY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CBSE	35	31.5	31.5	31.5
	ICSE	35	31.5	31.5	63.1
	STATE BOARD	41	36.9	36.9	100.0
	Total	111	100.0	100.0	

TABLE 5 Age * Select the edtech brands you are aware of Crosstabulation

		Select the edtech brands you are aware of						Total
		BYJUS	UNACADEMY	VEDANTU	TOPPR	SIMPLI LEARN	EDX	
Age	10-20 Years	5	8	0	0	0	0	13
	21-30 Years	53	25	9	4	3	1	95
	31-40 Years	1	1	0	1	0	0	3
Total		59	34	9	5	3	1	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.841ᵃ	10	.180
Likelihood Ratio	12.213	10	.271
Linear-by-Linear Association	.728	1	.394
N of Valid Cases	111		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .03.

TABLE 6 Gender * How did you know about the edtech brand(s) that you use? Crosstabulation

		How did you know about the edtech brand(s) that you use?					Total
		Online search	Social media	Recommendations from teachers or school	Recommendations from friends or family	Advertisements	
Gender	**Male**	20	24	22	8	1	75
	Female	12	8	12	2	2	36
Total		32	32	34	10	3	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.619ª	4	.460
Likelihood Ratio	3.574	4	.467
Linear-by-Linear Association	.000	1	.992
N of Valid Cases	111		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .97.

FINDINGS:

1.AGE. The majority of respondents (97.3%) fall within the **21-3 years** category, suggesting that younger adults are more engaged with the Ed tech brands.

2. EDUCATIONAL QUALIFICATION: The majority respondent (55%) of the respondents have at least an secondary education.

3.GENDER. The majority (67.6%) of the respondents were male, there is a noticeable gender imbalance, with **more than twice** as many male participants as female

4.BOARD OF THE STUDY. The majority respondent (36.9%) This indicates a fairly **diverse representation** across the three major boards of education, with a **slight majority from the State Board**.

CHI SQUARE FINDINGS:

5. AGE * SELECT THE EDTECH BRANDS YOU ARE AWARE:

H0: There is a significant relationship between age vs **edtech** brands that customer are aware.

H1: There is no significant relationship between age vs **edtech** brands that customer are aware.

INTERPRETATION:

As Chi- Square test was conducted to analyses the relationship between age and **edtech** brands that customer are aware. As per the table, the result of the Pearson Chi- Square test is .108 with significant value of 13.841 which is

below the threshold of 0.05. As a result, it indicates there is significant relation between age vs **edtech** brands that customer are aware. This suggests that Age significantly influences edu tech brands.

6. GENDER VS HOW DID CUSTOMER KNOW ABOUT THE EDTECH BRAND(S) THAT CUSTOMER USE

H0: There is a significant relationship between gender and how customer know about edtech brands.

H1: There is no significant relationship between gender and how customer know about edtech brands.

INTERPRETATION:

As Chi- Square test was conducted to analyses the relationship between gender and how customer know about edtech brands. As per the table, the result of the Pearson Chi- Square test is .460 with significant value of 3.619 which is below the threshold of 0.05. As a result, it indicates there is significant relation between gender and how customer know about edtech brands. This suggests that gender significantly influence edutech brands for customer

CONCLUSION:

Based on the findings of the study, it can be concluded that there is a significant link between the customers' perspectives and their response categories towards edtech brands popular among school children in Coimbatore city. However, the limitations reported by the respondents were lack of interactivity, engagement, limited personalization, and technical issues. To improve customer satisfaction, edtech brands can focus on improving interactivity, engagement, and personalization features. They can also work on improving the technical aspects and content quality, as these were found to be the most influential factors in choosing edtech brands. Additionally, edtech brands can leverage social media and recommendations from teachers or schools to increase awareness and usage among school children in Coimbatore city. Based on the chi-square test, we can conclude that there is a statistically significant relationship between the preferences for edtech brands and the awareness of those brands. This means that students who are aware of a particular brand are more likely to use it than those who are not aware of it. Overall, the edtech companies should focus on building brand awareness as well as improving the quality and relevance of their content to increase usage among students. Overall, the findings suggest that there is a growing demand for edtech among school children in Coimbatore city, and edtech brands have the potential to significantly impact the education landscape. However, to be successful, they need to focus on improving their products and services, addressing the reported limitations and issues, and increasing their visibility and awareness among potential customers.

REFERENCE:

Ravichandran, B., & Shanmugam, K. (2023). Adoption of EdTech products among college students: a conceptual study. *Management Matters*, *21*(1), 1-19.

Mital, A., Panwar, A., & Jawalgi, Y. (2022). NoPaperForms: enrolment engine for the education sector. *Emerald Emerging Markets Case Studies*, *12*(2), 1-28.

Mital, A., Panwar, A., & Jawalgi, Y. (2022). NoPaperForms: enrolment engine for the education sector. *Emerald Emerging Markets Case Studies*, *12*(2), 1-28.