



Consumer Behaviour and Purchase Decisions in India's Online Education Market: A Case Study of Eduinx Pvt. Ltd.

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Abstract - The rapid digital transformation of India's education landscape has given rise to a thriving online learning ecosystem dominated by EdTech platforms. This paper examines the dynamics of consumer behaviour and purchase decisions within the Indian online education market, emphasizing psychological, social, and technological factors influencing learners. The study uses Eduinx Pvt. Ltd.—a Bengaluru-based EdTech startup—as a case to explore how pricing, digital marketing, and social proof shape user preferences and course enrolment decisions. A qualitative-quantitative mixed approach was adopted, drawing insights from existing academic literature and survey responses collected from 56 participants. Findings indicate that learner motivations are driven primarily by perceived career benefits, platform credibility, peer recommendations, and flexible learning formats. The research highlights the growing role of personalized content, digital engagement, and affordability in determining consumer loyalty in the competitive EdTech space. Strategic implications for EdTech firms include the need for adaptive marketing, data-driven personalization, and strong trust-building mechanisms.

Keywords: Consumer behaviour; purchase decision; online education; EdTech; Eduinx Pvt. Ltd.; India; digital learning; marketing strategy

1. Introduction

1.1 Background of the Study

Education in the twenty-first century has shifted from classrooms to screens. The emergence of educational technology (EdTech) has revolutionized learning through digital platforms, mobile applications, and artificial-intelligence-based content delivery. India, with its vast population and increasing internet penetration, has witnessed an exponential rise in online

Learning adoption (KPMG,2020).The COVID-19 pandemic accelerated this transformation, pushing institutions and learners toward virtual environments that combine accessibility and convenience. Platforms such as BYJU's, Unacademy, and Vedantu became household names, offering everything from K-12 coaching to executive certifications. However, as the

market expanded, so did competition and consumer complexity. Understanding *why* learners choose one platform over another has become vital for sustainability and innovation.

1.2 Rationale of the Study

Despite the proliferation of digital platforms, user engagement and retention remain major challenges. Learners often shift between platforms based on price, reviews, or perceived quality. This behaviour underlines the importance of understanding the decision-making psychology behind enrolments. Eduinx Pvt. Ltd., an emerging Bengaluru-based EdTech company, provides an ideal context to study these dynamics. Founded in 2023, Eduinx focuses on bridging the gap between academic theory and practical industry skills. By exploring its consumers' motivations, perceptions, and satisfaction levels, this study contributes to both academic literature and managerial practice in the EdTech domain.

1.3 Objectives of the Study

1. To analyze the behavioural factors influencing consumer purchase decisions in online education.
2. To examine how marketing, pricing, and social influence affect learners' choices.
3. To explore the role of demographics in shaping consumer preferences.
4. To provide strategic recommendations for EdTech companies such as Eduinx Pvt. Ltd.

1.4 Scope and Significance

This study focuses on urban Indian learners, particularly students and working professionals aged 18–35. The insights extend beyond Eduinx, offering a blueprint for understanding customer psychology in similar digital learning enterprises. Findings are significant for policymakers, educators, and entrepreneurs seeking to design learner-centric strategies that enhance satisfaction and retention.

2. Review of Literature



2.1 Conceptual Framework of Consumer Behaviour in EdTech

Consumer behaviour in education encompasses cognitive, emotional, and social factors that drive the learner's decision process (Kotler & Keller, 2016). In online learning, users evaluate perceived usefulness, accessibility, affordability, and institutional reputation before purchasing a course. The Technology Acceptance Model (TAM) (Davis, 1989) and Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003) remain key theoretical lenses explaining technology adoption. Perceived ease of use, trust, and enjoyment directly influence learners' behavioural intentions.

2.2 Psychological and Social Influences

Studies highlight that perceived self-efficacy, intrinsic motivation, and peer recommendations significantly affect enrolment (Ryan & Deci, 2000; Chiu et al., 2005). Online reviews and testimonials act as *social proof*, reducing uncertainty about course quality (Gefen et al., 2003). In India, where collectivist culture amplifies the role of community endorsement, peer validation has become a dominant determinant of purchasing decisions (Saxena, 2020).

2.3 Marketing and Pricing Dynamics

EdTech consumers are highly price-sensitive yet quality-driven. Research by Alraimi et al. (2015) found that perceived value for money outweighs brand loyalty in course selection. Promotional offers such as discounts, free trials, and referral bonuses increase initial sign-ups but may not guarantee retention unless accompanied by quality outcomes (Gupta & Jain, 2017). Digital marketing through social media—especially Instagram, YouTube, and LinkedIn—plays a crucial role in creating awareness (Kumar & Dangi, 2021). The ability to target micro-segments using personalized content has given smaller startups a competitive edge over established giants.

2.4 The Indian EdTech Context

India's EdTech market is expected to surpass USD 10 billion by 2025, driven by smartphone penetration, youth demographics, and governmental initiatives such as Digital India and NEP 2020. Bengaluru, dubbed the "EdTech capital of India," hosts the headquarters of BYJU's, Unacademy, and Simplilearn, alongside emerging ventures like Eduinx. The competitive landscape has shifted toward niche specialization, where platforms differentiate themselves through mentorship, placement assistance, and hands-on project learning. Post-pandemic trends reveal hybrid models integrating offline

workshops with online content—an evolution that redefines "learning convenience" as *learning experience* (NASSCOM, 2023).

2.5 Research Gap

Existing literature largely focuses on global EdTech giants; few studies examine emerging regional players. Moreover, quantitative surveys dominate prior work, often neglecting qualitative insights into motivations and perceptions. This study addresses these gaps by adopting a case-based narrative approach to consumer psychology, integrating interpretive analysis of learner attitudes toward Eduinx Pvt. Ltd.

3. Research Methodology

3.1 Research Design

The study employs a descriptive and exploratory design to understand behavioural patterns in the online education market. A mixed-methods approach combines secondary research from academic journals and primary data collected via an online survey of Eduinx users. The descriptive component captures demographic trends, while the exploratory analysis interprets underlying motivations and perceptions.

3.2 Data Collection

Primary data were gathered from 56 respondents through a structured Google-form questionnaire circulated among students and professionals who have enrolled in or considered enrolling in online courses. Secondary data were obtained from company documents, industry reports, and academic literature. Respondents were primarily located in urban regions such as Bengaluru, Hyderabad, and Chennai.

3.3 Sampling Technique

A non-probability convenience sampling method was adopted, given the accessibility of online participants and the focus on a single organization. The sample, although limited, provides indicative insights into the behavioural tendencies of India's digitally literate learner base.

3.4 Analytical Framework

Quantitative responses were summarized descriptively to identify frequency patterns (e.g., platform usage, preferred content format, and marketing influence). Qualitative data—open-ended feedback were analyzed thematically to extract narratives related to motivation, trust, and perceived satisfaction. The integration of both data types enriches contextual interpretation.



3.5 Limitations

The study's findings cannot be generalized to the entire Indian EdTech population due to limited sample size. Moreover, self-reported data may carry response bias. Nevertheless, the research provides valuable preliminary evidence and theoretical grounding for future large-scale investigations.

4. Data Analysis and Discussion

4.1 Demographic Insights

Respondents were predominantly aged 18–30, comprising college students, entry-level employees, and aspiring professionals. This demographic reflects India's digital learning core—young, tech-savvy, and career-oriented. Education levels ranged from undergraduate to postgraduate, suggesting that online education is now perceived as a supplement rather than a replacement for formal degrees.

4.2 Patterns of Platform Usage

Most participants reported previous exposure to multiple EdTech platforms, including Coursera, Udemy, and Simplilearn. Such cross-platform engagement indicates low brand loyalty but high exploration intent. Learners compare pricing, instructor reputation, and certification value before purchasing, treating online courses as *investments* rather than *expenses*.

For Eduinx specifically, users appreciated practical course design and placement support but desired broader course diversity and international accreditation.

4.3 Factors Influencing Purchase Decisions

4.3.1 Perceived Value and Quality

Learners emphasized outcome-oriented factors such as job placement, portfolio development, and industry relevance. Courses offering “hands-on experience” or “real-time projects” were perceived as more valuable than purely theoretical modules. This aligns with the Expectancy-Value Theory, which links purchase intent to perceived career returns (Fishbein & Ajzen, 1975).

4.3.2 Pricing and Affordability

Affordability remains central to Indian consumer choice. Respondents indicated a preference for EMI options, short-term certifications, and bundled pricing. While premium platforms attract attention, conversions increase when price-quality balance is maintained. Eduinx's competitive pricing and flexible payment structure positively influenced enrolment.

4.3.3 Trust and Platform Credibility

Trust stems from transparency, instructor credentials, and visible success stories. Learners rely heavily on online reviews and peer recommendations before committing. Positive testimonials from alumni enhanced Eduinx's brand credibility. However, limited mainstream visibility reduced spontaneous awareness compared with top-tier competitors.

4.3.4 Technological Experience and Ease of Use

User interface simplicity and mobile accessibility significantly influenced satisfaction. Participants valued minimal-click navigation, responsive customer support, and multilingual options. Technical glitches or delayed responses led to dropouts, emphasizing the need for robust platform infrastructure.

4.3.5 Social Influence and Digital Marketing

Social media campaigns, influencer endorsements, and targeted advertisements emerged as key awareness drivers. Instagram and YouTube were identified as the most effective outreach channels. Learners exposed to engaging content (e.g., micro-lessons or career success reels) demonstrated higher purchase intent, validating the **AIDA** (Attention-Interest-Desire-Action) model's applicability in EdTech marketing.

4.4 Behavioural Trends

The study uncovered four dominant behavioural archetypes:

1. **The Aspirer** – young students seeking affordable skill upgrades.
2. **The Pragmatist** – working professionals evaluating ROI and placement outcomes.
3. **The Explorer** – learners testing multiple platforms before commitment.
4. **The Loyalist** – returning users driven by satisfaction and peer advocacy.

Eduinx's learner base primarily comprises *Aspirers* and *Pragmatists*, highlighting the importance of outcome-based storytelling in marketing communication.

4.5 Discussion

Consumer decisions in EdTech are multi-layered, intertwining rational assessment with emotional reassurance. The findings corroborate the Technology Acceptance Model: perceived usefulness (career advancement) and ease of use (platform design) are pivotal. Additionally, Self-Determination Theory (Deci & Ryan, 1985) explains intrinsic motivation derived from

autonomy and competence; learners prefer platforms offering self-paced, feedback-oriented environments. Eduinx's success depends on sustaining perceived authenticity and aligning content with employability narratives. The study also reinforces that social proof and peer influence more than brand advertising trigger final conversions, a pattern consistent with collectivist cultural behaviour in India.

5. Findings and Implications

5.1 Summary of Key Findings

1. **Career relevance** is the strongest motivator in purchase decisions.
2. **Social proof** (reviews, alumni outcomes) directly impacts trust and enrolment.
3. **Pricing sensitivity** defines market competitiveness; value perception outweighs brand prestige.
4. **Digital engagement** through social media enhances awareness but must transition into personalized communication for retention.
5. **Platform usability and learner support** determine satisfaction and likelihood of recommendation.

5.2 Managerial Implications for Eduinx Pvt. Ltd.

- **Personalized Learning Pathways:** Use AI-based analytics to recommend courses matching individual goals.
- **Community Building:** Establish alumni networks and mentorship circles to leverage peer advocacy.
- **Brand Storytelling:** Highlight real student success narratives on digital media to build authenticity.
- **Dynamic Pricing:** Introduce tiered membership models catering to different income segments.
- **Strategic Partnerships:** Collaborate with universities and corporates to co-create certified programs.

5.3 Policy and Sectoral Implications

At the macro level, policymakers must ensure regulatory clarity and accreditation standards for online education to enhance trust. Government initiatives can further bridge the digital divide through device subsidies and rural internet expansion. Encouraging public-private partnerships will improve accessibility and promote lifelong learning.

6. Conclusion and Recommendations

6.1 Conclusion

The study concludes that consumer behaviour in India's online education market is a blend of rational evaluation and emotional assurance. Learners value tangible career outcomes, affordability, and trustworthiness over brand reputation alone. Eduinx Pvt. Ltd., though relatively new, demonstrates potential through its skill-oriented curriculum and learner-centric approach. The challenge lies in expanding visibility, diversifying courses, and nurturing long-term loyalty.

6.2 Theoretical Contributions

This research extends the application of TAM and SDT within the Indian EdTech context, emphasizing that *perceived usefulness* (career utility) and *autonomy* (learning flexibility) are dominant drivers of engagement. It also introduces a cultural dimension to digital consumerism highlighting that Indian learners rely on community validation as a proxy for trust.

6.3 Practical Recommendations

1. **Enhance Brand Positioning:** Invest in consistent branding and digital storytelling to differentiate from larger competitors.
2. **Leverage Data Analytics:** Track learner journeys to predict drop-off points and intervene through personalized nudges.
3. **Improve User Interface:** Simplify navigation and integrate multilingual support to enhance accessibility.
4. **Expand Course Portfolio:** Include emerging fields such as cybersecurity, blockchain, and AI ethics.
5. **Strengthen Placement Networks:** Partner with recruiters and industry bodies to convert learning into tangible employment outcomes.

6.4 Future Research Directions

Future studies could explore longitudinal patterns of learner loyalty and satisfaction, examine regional variations across India, and employ structural-equation modelling to quantify causal relationships among trust, motivation, and purchase intent. Comparative analyses between emerging startups and established EdTech giants would also enrich sectoral understanding.

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