



## A study on customer perception and awareness towards educational and technological services of EdTech Industry

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### Abstract

The EdTech industry has quickly changed the education sector by combining digital technologies with new learning approaches. This study looks at how customers view and are aware of the educational and technology services provided by EdTech platforms. A descriptive research method was used, and primary data were gathered from EdTech users through a structured questionnaire, along with secondary data from academic journals and online resources. The reliability of the survey tool was checked using Cronbach's Alpha. Both descriptive and inferential statistics, such as One-Way ANOVA and Independent t-test, were applied. The results show that elements like content quality, ease of use, accessibility, affordability, and technological efficiency greatly affect customer perceptions and satisfaction. The study offers valuable information for EdTech providers to develop customer-focused strategies and boost service quality in a competitive digital learning environment.

**Keywords:** EdTech Industry, Customer Perception, Customer Awareness, Digital Learning Services, Educational Technology

### Introduction

The EdTech industry has emerged as a transformative force in the education sector by integrating advanced technologies with innovative teaching-learning methodologies. Rapid digitalization, increased internet penetration, and the growing demand for flexible and technological services offered by EdTech companies. Customer perception and awareness play a critical role in determining the adoption, satisfaction, and long-term success of these services, as learners and institutions evaluate factors such as content quality, ease of use, affordability, technological reliability, and learning outcomes. Understanding how customers perceive and become aware of EdTech offerings is essential for service providers to design effective strategies, enhance user experience, and remain competitive in a dynamic market environment. This study focuses on analyzing customer perception and awareness towards educational and technological services in the EdTech industry, highlighting key factors influencing acceptance and usage.

### Objective of the Study

- To analyze the current levels of customer perception and awareness regarding the educational and technological services provided by EdTech industry. This objective will help measure brand familiarity, understanding of service offerings, and general attitudes toward the company's educational robotics programs.
- Measure customer satisfaction with training quality, product usability, and after-sales support.
- Evaluate value for money and competitiveness of EdTech industry offerings.
- Identify key awareness drivers such as marketing, word-of-mouth, and institutional partnerships.

### Scope of the Study

The scope of the study focuses on examining customer awareness and perception of educational and technological services offered by the EdTech industry. It analyzes factors such as service quality, accessibility, technological features,

affordability, and overall user satisfaction. The study is limited to selected users of Edutech platforms and is based on primary and secondary data collected within a specific time period.

### Limitation of the Study

The study is limited by a small sample size and is based on primary data collected through questionnaires, which may be affected by respondent bias. The findings are confined to a specific time period and selected users of Edutech services, limiting their general applicability. Additionally, rapid changes in educational technology may influence customer perceptions beyond the scope of this study.

### Review of Literature

Smith & Lee (2025), in the International Journal of Robotics in Education, examined customer reactions to intelligent robot service failures using scenario-based experiments. Their research found that fast problem resolution, transparency, and innovation in recovery actions build trust and support future satisfaction.

Mäenpää (2024)<sup>[2]</sup>, in Robotics and AI Journal, reviewed the impact of anthropomorphism, cuteness, and social presence on customer perception of service robots. Through questionnaire-based path analysis, the results indicated that robots with human-like and "cute" features increased customer engagement, especially in education.

Ramovš & Milfelner (2023), in the Journal of Educational Management, explored the relationship between service quality dimensions, empathy, trust, responsiveness, reliability, and tangibles—and customer satisfaction in education. Their review, utilizing correlation and descriptive statistics, showed that service empathy and reliability crucially impact both satisfaction and institutional reputation.

Ali & Khan (2022), in the International Journal of Creative Research, assessed customer perception of technology-enabled services via structured surveys and demographic cross-analysis. They determined that factors such as age,

gender, and education strongly shape awareness and satisfaction.

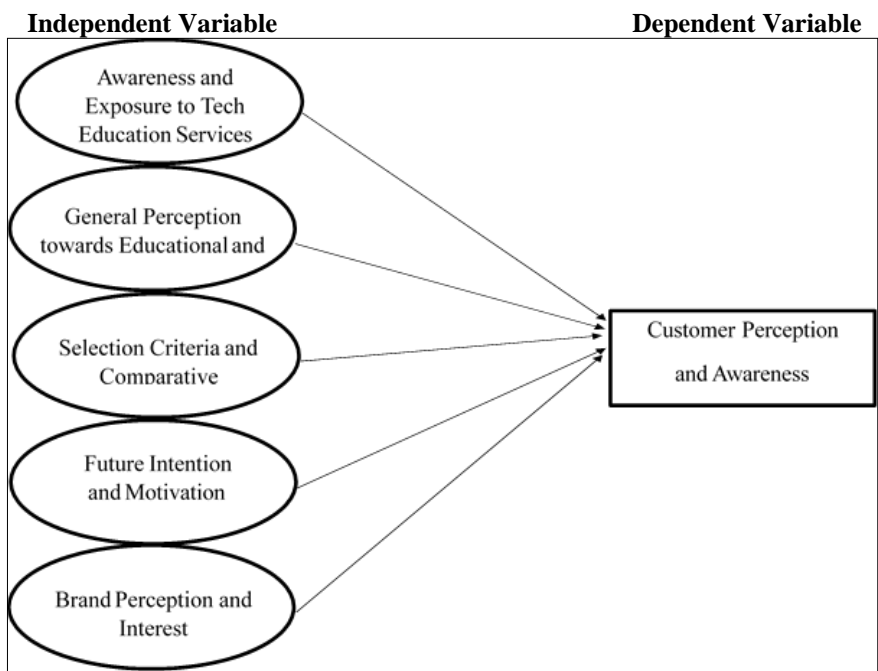
Dasgupta et al. (2021), in the International Journal of Educational Technology, studied factors affecting consumer perception toward e-learning services. Using surveys and regression analysis, they found that content quality, convenience, and technological accessibility significantly influenced adoption and satisfaction.

**Theoretical Background**

The theoretical framework of this study is grounded in Consumer Behavior Theory and the Technology Acceptance Model (TAM), which explain how awareness, perception, and motivational factors influence customer attitudes and

decision-making toward technology-based services. The framework assumes that awareness and exposure to Edutech services, general perception of educational and technological training programs, selection criteria and comparative evaluation, future intention and motivation, and brand perception collectively act as independent variables influencing customer perception and awareness. These factors shape how users evaluate the usefulness, reliability, and value of Edutech platforms, ultimately affecting their acceptance and engagement. By integrating perceptual, cognitive, and behavioral dimensions, the framework provides a structured understanding of how customers form awareness and perceptions toward educational and technological services in the Edutech industry.

**Conceptual Model**



**Fig 1:** Conceptual Model

**Research Design**

The study follows a descriptive research design to analyze customer awareness and perception towards educational and technological services in the Edutech industry. Primary data is collected through a structured questionnaire using a survey method, supported by secondary data from journals

and online sources. The collected data is analyzed using simple statistical tools for effective interpretation.

**Data Analysis**

The descriptive analysis of all categorical variables, as presented in the table below, highlights the major findings of the study.

**Table 1:** Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	18-30	113	94.2
	31-45	7	5.8
Gender	Male	83	69.2
	Female	37	30.8
Education Qualification	UG	77	64.2
	PG	43	35.8
Occupation	Student	110	91.7
	Faculty	9	7.5
	Others	1	0.8

The demographic profile of the respondents indicates that the majority (94.2%) belong to the age group of 18–30 years, showing higher participation from young users. Male respondents constitute 69.2%, while females account for 30.8% of the sample. Most of the respondents are

undergraduates (64.2%), followed by postgraduates (35.8%). A significant proportion of respondents are students (91.7%), indicating that EdTech services are predominantly used by the student community.

**Hypothesis Analysis**

**Correlation between Customer Perception and Awareness towards Educational and Technological Services of EdTech Hypothesis**

- **Null Hypothesis (H<sub>0</sub>): H<sub>0</sub>:** There is no significant relationship between awareness of tech education services and interest in adopting training programs.
- **Alternative Hypothesis H<sub>1</sub>:** There is a significant relationship between awareness of tech education services and interest in adopting training programs.

**Table 2:** Factors in Customer Perception and Awareness

		<b>Awareness and Exposure</b>	<b>General Perception</b>	<b>Selection Criteria</b>	<b>Future Intention</b>
Awareness and Exposure	Pearson Correlation	1	.484	.586	.539
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
General perception	Pearson Correlation	.484	1	.555	.498
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
Selection Criteria	Pearson Correlation	.586	.555	1	.474
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Future Intention	Pearson Correlation	.539	.498	.474	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

The correlation analysis reveals that all four variables (Awareness and Exposure, General Perception, Selection Criteria, Future Intention) are positively and significantly related to each other at the 0.01 level, indicating that as one factor increases, the others tend to rise as well. The relationships range from moderate to strong, with the highest correlation observed between Awareness and Exposure and Selection Criteria ( $r = 0.586$ ) and the lowest between Selection Criteria and Future Intention ( $r = 0.474$ ). These findings suggest a consistent and mutually reinforcing pattern among the variables, meaning that respondents' awareness, perceptions, and intentions are closely linked, and improvements in one area are likely to positively influence the others.

**Managerial Implications**

- EdTech companies should strengthen awareness campaigns targeting young learners, especially students, as they form the largest user segment.
- Improving content quality and user-friendly technological features can enhance customer perception and satisfaction.
- Managers should focus on affordable pricing and flexible learning options to increase adoption among undergraduate and postgraduate users.
- Continuous feedback mechanisms should be implemented to understand changing customer needs and improve service delivery.

**Conclusion**

The study concludes that customer perception and awareness play a crucial role in the adoption and continued use of educational and technological services in the EdTech industry. The findings reveal a high level of engagement among young learners, particularly students, who form the primary user base of EdTech platforms. Factors such as quality of educational content, ease of technology use, affordability, and accessibility significantly influence customer satisfaction and preference. The results also highlight the importance of effective awareness strategies and continuous technological improvement to meet evolving

learner expectations. Overall, the study provides valuable insights for EdTech service providers to enhance customer-centric strategies and achieve sustainable growth in a competitive digital education environment.

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