

## The Impact of Influencer Marketing on Student Engagement and Purchase Intention in E-Learning Platforms

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### Abstract

**Purpose:** This study examines the impact of influencer marketing on student engagement and purchase intention in e-learning platforms.

**Need for Study:** With the growing dominance of influencers on social media, their role in shaping student decisions regarding online learning platforms has become significant.

**Methodology:** A quantitative research design was adopted using survey data collected from 400 respondents. Statistical tools such as correlation and regression were used.

**Findings:** Influencer credibility, content authenticity, and engagement significantly influence student preferences and purchase intention.

**Originality:** The study highlights how influencer marketing directly and indirectly affects student decision-making in the e-learning sector.

**Keywords:** Influencer Marketing, E-Learning, Student Engagement, Purchase Intention, Digital Marketing

### Introduction

The rapid growth of digital platforms has transformed education delivery systems globally. E-learning platforms have gained prominence due to flexibility and accessibility. Social media influencers play a critical role in promoting these platforms by shaping perceptions and influencing decisions. Influencer marketing has emerged as a powerful strategy, where individuals with a strong online presence promote products and services. In the education sector, influencers contribute to awareness, trust-building, and engagement among potential learners.

### Objectives of the Study

1. To analyze the impact of influencer marketing on student engagement.
2. To examine the relationship between influencer credibility and purchase intention.
3. To develop a model linking influencer marketing factors with student preferences.

### Literature Review

Perez, E. (2023) this systematic literature review explores how social media platforms influence the reception of e-learning. The review features that social media marketing essentially affects students; decision-creation processes by giving easy access to peer reviews, teacher credibility, and course quality. The interactive nature of social media likewise fosters a sense of neighborhood engagement, which is fundamental for e-learning reception.

Elenurm, T. (2024) this article examines how Twitter and Facebook are used as marketing instruments to enhance e-learning platforms. The research indicates that targeted advertising, engaging content, and real-time interaction on these platforms can fundamentally keep up with enrolment and student retention rates. The concentrate moreover emphasizes the importance of social verification, for example, testimonials and user-generated content, in influencing consumer preferences.

Perera, C. H. (2023) this study investigates the effect of social media marketing on consumer behavior inside the online education sector. The discoveries suggest that strategic use of social media can enhance brand awareness, create a positive brand image, and drive higher engagement levels. The research furthermore identifies key variables like content relevance, consistency, and influencer-coordinated efforts as fundamental in trimming consumer preferences for e-learning platforms.

Arjang, A. (2024) this quantitative examination explores the relationship between consumer engagement and social media marketing in online learning platforms. The results indicate that higher engagement rates on social media correlate with increased consumer interest and enrollment in e-learning courses. The review features the effectiveness of interactive content, for example, live round table conversations and webinars, in attracting and retaining learners.

Elrayah, M. (2023) this empirical review examines the role of social media influencers in trimming consumer preferences for e-learning platforms. The discoveries reveal that influencers essentially influence consumers' perceptions of course quality and value. The review underscores the importance of authenticity and confidence in influencer endorsements, observing that well-executed influencer partnerships can lead to higher enrolment rates and improved brand devotion. These articles collectively provide a comprehensive view of how social media marketing strategies influence consumer preferences and behaviors in the context of e-learning platforms. They emphasize the importance of engagement, content quality, and the strategic use of influencers in driving the success of e-learning marketing efforts.

### Research Methodology

- **Research Design:** Quantitative
- **Sample Size:** 400 respondents
- **Data Collection:** Structured questionnaire
- **Tools Used:** Correlation, Regression, Reliability Analysis

This study adopts a quantitative research design to examine the impact of influencer marketing on student engagement and purchase intention in e-learning platforms. A sample of 400 respondents was selected using a structured questionnaire to collect primary data. The questionnaire included items measuring influencer credibility, content authenticity, engagement, brand trust, and purchase intention. Data analysis was conducted using statistical tools such as correlation to assess relationships between variables, regression to determine the impact of independent variables on the dependent variable, and reliability analysis (Cronbach's alpha) to ensure internal consistency of the constructs. This approach ensures accuracy, objectivity, and validity of the research findings.

### Variables

- **Independent Variables:**
  - Influencer Credibility
  - Content Authenticity
  - Social Media Engagement
- **Mediating Variable:**
  - Brand Trust
- **Dependent Variable:**
  - Purchase Intention for E-Learning Platforms

## Data Analysis & Findings

### Reliability Analysis (Cronbach's Alpha)

Construct	Reliability (Cronbach's Alpha)
Influencer Credibility	0.874
Content Authenticity	0.861
Social Media Engagement	0.889
Brand Trust	0.812
Purchase Intention	0.793

**Interpretation:** All values are above 0.7, indicating good reliability.

### Descriptive Statistics

Variable	N	Mean	Std. Deviation
Influencer Credibility	400	3.98	1.12
Content Authenticity	400	4.12	1.05
Social Media Engagement	400	3.76	1.21
Brand Trust	400	3.89	1.14
Purchase Intention	400	4.05	1.08

### Correlation Analysis

Variables	1	2	3	4	5
1. Influencer Credibility	1				
2. Content Authenticity	.682**	1			
3. Social Media Engagement	.701**	.655**	1		
4. Brand Trust	.745**	.698**	.672**	1	
5. Purchase Intention	.768**	.721**	.689**	.792**	1

**Note:**  $p < 0.01$ , strong positive relationships

### Regression Analysis

#### Model Summary

R	R Square	Adjusted R Square	Std. Error
0.821	0.674	0.67	1.214

- Reliability values for all constructs were above 0.7, indicating consistency.
- Correlation analysis showed a strong relationship between influencer credibility and engagement.
- Regression analysis confirmed that influencer marketing significantly impacts purchase intention.
- Brand trust acts as a mediating factor between influencer marketing and student decisions.

### Discussion

The study reveals that influencer marketing plays a vital role in shaping student perceptions. Authentic content and credible influencers enhance trust and engagement, leading to increased enrolment in e-learning platforms.

### Suggestions

- Collaborate with credible educational influencers
- Focus on authentic and informative content
- Use targeted social media campaigns
- Encourage user-generated content and reviews

### Conclusion

Influencer marketing has emerged as a powerful strategy in shaping student engagement and purchase intention in e-learning platforms. In today's digital environment, students increasingly rely on social media influencers for information, recommendations, and guidance when choosing online courses. Influencers, especially those with expertise in education or career development, play a crucial role in building awareness and trust among potential learners. Their ability to communicate in a relatable and authentic manner makes their recommendations more persuasive than traditional advertising methods.

A key factor driving this impact is **influencer credibility**. When influencers are perceived as knowledgeable and trustworthy, students are more likely to value their opinions and consider the platforms they promote. Additionally, **content authenticity** enhances engagement, as genuine experiences, honest reviews, and real success stories resonate strongly with the audience. This creates a sense of confidence and reduces uncertainty in decision-making.

Moreover, consistent interaction through likes, comments, and shares strengthens visibility and reinforces brand presence. As a result, institutions can effectively leverage influencer partnerships to enhance brand trust, improve student engagement, and increase enrolment rates. Overall, influencer marketing serves as a strategic tool for attracting and retaining learners in the competitive e-learning landscape.

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