

**The Role of Social Media Marketing in Shaping Consumer Preferences for E-Learning Platforms****N. Gajalakshmi**

Research Scholar, Department of Business Administration, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai, Tamil Nadu, India-600117.

E-mail: [sridhargajalakshmi@gmail.com](mailto:sridhargajalakshmi@gmail.com)**Dr. K. Vinayagam**

Associate Professor and Research Supervisor, Department of Business Administration, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai, Tamil Nadu, India-600117.

E-mail: [kalvisree@gmail.com](mailto:kalvisree@gmail.com)**Abstract:**

*Purpose* - This study aims to obliterate the impact of social media marketing on consumer preferences for e-learning platforms. It researches what different social media strategies mean for consumer preferences, brand insight, finally, the choice of e-learning platforms.

*Need for this Study* - With the fast expansion of e-learning platforms, understanding the control of social media marketing in illustrating consumer preferences has become focal. This study focuses on the gap in the literature by giving observational affirmation on what social media marketing procedures mean for consumer dynamics in e-learning platforms.

*Study Design/Methodology/Approach* – The evaluation uses a quantitative viewpoint, using outline data accumulated from a portrayal of 403 e-learning platform users. Statistical evaluations, including regression and correlation, are shaped to frame the relationship between social media marketing activities and user preferences.

*Findings* - The revelations show that social media marketing completely influences user tendencies for e-learning platforms. Factors like content quality, social media engagement, and influencer endorsements are seen as key drivers in detailed user preferences. The concentrate also reveals that demographic factors moderate the impact of social media marketing on buyer tendencies.

*Originality/Value* - This study adds to the persisting body of data by highlighting the fundamental control of social media marketing in the e-learning industry. It offers valuable insights for showing marketing specialists and e-learning providers how to design strong social media marketing strategies that resonate with their targeted audience.

**Keywords:** Consumer Preferences, E-Learning Platforms, Digital Marketing Strategies Quantitative Research, Social Media Marketing**Introduction***Background*

In recent years, the proliferation of social media platforms has revolutionized the marketing landscape. Social media marketing (SMM) has emerged as a fundamental device for businesses across different sectors, including e-learning, to engage with consumers, enhance brand permeability, and drive sales. E-learning platforms, offering a flexible and accessible means of education, have experienced huge development, especially in the wake of the COVID-19 pandemic (Elrayah, M. 2023). As conventional learning environments were disrupted, the demand for online education surged, compelling e-learning providers to take on innovative marketing strategies to attract and retain learners.

*Importance of Social Media Marketing*

Social media marketing encompasses the use of social networks, web diaries, conversations, and other online platforms to promote items and services. Unlike conventional marketing channels, SMM considers real-time interaction with consumers, fostering a sense of neighbourhood trust (Alghizzawi, M. 2023). For e-learning platforms, social media provides a unique chance to reach a diverse audience, share educational content, and fabricate brand steadfastness. The interactive nature of social media enables e-learning providers to gather feedback, understand consumer preferences, and design their offerings as required.

*Consumer Preferences and E-Learning*

Consumer preferences in the e-learning sector are influenced by different variables, including the nature of content, ease of access, moderation, and the perceived value of the education provided. Social media marketing assumes an urgent part in trimming these preferences by featuring the unique selling suggestions of e-learning platforms, showing success stories, and leveraging user-generated content. Through targeted advertising, influencer partnerships, and engaging content, e-learning platforms can effectively communicate their value suggestion to potential learners (Clark, R. C. 2023).

*Research Significance*

Understanding the effect of social media marketing on consumer preferences for e-learning platforms is imperative because of multiple variables. From the start, it provides experiences into how marketing strategies can be optimized to enhance consumer engagement and fulfilment. Secondly, it helps e-learning providers identify the best social media channels and content types for reaching their target audience. Thirdly, this understanding can advise the development of personalized marketing efforts that cater to the specific needs and preferences of different learner segments.

The variables used here are given below,

Variables	Definition
Content Quality	Engaging, informative, and great content on social media platforms can essentially influence consumer preferences. Great content can draw in potential learners and assemble trust in the e-learning stage.
Social Media Engagement	Likes, shares, comments, and other types of engagement on social media posts can influence consumer preferences. Higher engagement rates often correlate with higher perceivability and perceived value of the e-learning stage.
Influencer Endorsements	Endorsements from influencers or educational experts can affect consumer preferences. Influencers' credibility and reach can drive awareness and confidence in the e-learning stage.
Advertising Strategies	The effectiveness of targeted advertising efforts on social media can shape consumer preferences. Well-targeted advancements can draw in the right audience and increase the likelihood of conversions.
Brand Awareness	Brand awareness serves as a mediator between the independent variables (content quality, social media engagement, influencer endorsements, and advertising strategies) and the dependent variable. It reflects how comfortable consumers are with the e-learning stage and their capacity to recognize and recall it.
Consumer Preferences for E-Learning Platforms	This is the result variable influenced by the independent variables and mediated by brand awareness. It reflects the consumer's tendency towards picking a specific e-learning stage based on the social media marketing efforts.

**Table 1: Definition of Constructs**

As we go through the objectives of this research study, it is very clear on a few points as given below,

1. To understand the impact of social media marketing on e-learning platform users.
2. To determine the link between consumer preferences and determined independent variables of social media marketing factors.
3. To develop a social media marketing model that supports shaping consumer preferences for e-learning platforms.

**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**

The research methodology fundamentally involves quantitative examination. Data collection is conducted through a structured survey targeting users of different e-learning platforms, ensuring 403 samples of the populace. The survey gathers essential data on consumer preferences, behaviors, and perceptions influenced by social media marketing. Secondary data is reviewed from relevant articles, web diaries, and industry reports to provide context and support the discoveries. A conceptual framework is proposed based on integrating experiences from the literature review to understand the effect of social media marketing on consumer preferences. The variables and items included here are as given in below table,

S. No.	Constructs	No. of Items
1	Demography	6
2	Content Quality	5
3	Social Media Engagement	7
4	Influencer Endorsements	5
5	Advertising Strategies	6
6	Brand Awareness	5
7	Consumer Preferences for E-Learning Platforms	8
<b>Total</b>		<b>42 Items</b>

**Table 2: Constructs Used**

**Data Analysis & Interpretation:**

*Reliability:*

S. No	Variables	Reliability
1	Content Quality	0.852
2	Social Media Engagement	0.892
3	Influencer Endorsements	0.807
4	Advertising Strategies	0.856
5	Brand Awareness	0.799
6	Consumer Preferences for E-Learning Platforms	0.711

**Table 3: Reliability**

Dependability of the build from the above-given table is Content Quality (0.852), Social Media Engagement (0.807), Influencer Endorsements (0.892), Advertising Strategies (0.799), Brand Awareness (0.856), and Consumer Preferences for E-Learning Platforms (0.711).

*Frequency Analysis:*

S. No	Demographic Profile of Respondent	Frequency	%
1	<b>Age of the Respondent</b>		
	<25 years	250	62.1
	25 -35 years	99	24.6
	35 - 45 years	38	9.4
	>45 years	16	3.9
2	<b>Gender</b>		
	Male	119	29.5
	Female	284	70.5
3	<b>Educational Qualification</b>		
	HSc	64	15.9
	UG	167	41.4
	PG	133	33.1
	PhD	39	9.6
4	<b>Device Usage</b>		
	Laptop	112	27.8
	Smartphone	185	45.9
	Desktop Computer	57	14.1
	Tablet	49	12.2
<b>Total</b>		403	100

**Table 4: Frequency Analysis**

The respondents were (N=403) characterized based on their age, gender, educational status, and device usage. Users within the age group among respondents is less than 25 years (N = 250 and 62.1 percent). A maximum of 70.5 percent (N=284) of users are female, and only 29.5 percent (N=119) are male users. The highest percent of users have an educational background of UG (N=167 and 41.4 percent). The majority of the selected respondents (N=185 and 45.9 percent) are Smartphone users of E-Learning platforms.

*Descriptive Statistics:*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Content Quality	403	1.00	5.00	4.7001	1.8993
Social Media Engagement	403	1.00	5.00	3.5992	1.1743
Influencer Endorsements	403	1.00	5.00	3.3886	1.2782
Advertising Strategies	403	1.00	5.00	3.7884	1.4653
Brand Awareness	403	1.00	5.00	3.6842	1.1941
Consumer Preferences for E-Learning Platforms	403	1.00	5.00	3.9434	1.2857

**Table 6: Descriptive Statistics**

From the above table, it is clear that the mean value is high for Content Quality being 4.7001. Influencer Endorsements has the lowest average which was 3.5992 comparing all four variables.

*Independent Sample 't' Test:*

	Gender				Sig.
	Male		Female		
	Mean	SD	Mean	SD	
Content Quality	37.03	2.98	36.05	3.86	0.03
Social Media Engagement	38.77	5.19	37.28	6.37	0.007
Influencer Endorsements	49.23	4.02	47.52	4.64	0.000
Advertising Strategies	33.24	3.36	32.27	4.38	0.009
Brand Awareness	47.41	3.26	46.55	4.32	0.020
Consumer Preferences for E-Learning Platforms	62.58	4.52	60.19	6.12	0.000

**Table 7: Independent Sample 't' Test**

From the above table, the significance value of Influencer Endorsements and Consumer Preferences for E-Learning Platforms is 0.000 which is less than the standard p-value of 0.05, and other variables such as Content Quality, Social Media Engagement, Advertising Strategies, and Brand Awareness are also having significance less than 0.05. Hence it clearly states that the data is highly significant.

*Correlation:*

		Correlations				
		Content Quality	Social Media Engagement	Influencer Endorsements	Advertising Strategies	Brand Awareness
Content Quality	Pearson Correlation	1	.597**	.896**	.879**	.557**
	Sig. (2-tailed)		.000	.000	.000	.000
	N		403	403	403	403
Social Media Engagement	Pearson Correlation		1	.626**	.633**	.584**
	Sig. (2-tailed)			.000	.000	.000
	N			403	403	403
Influencer Endorsements	Pearson Correlation			1	.865**	.642**
	Sig. (2-tailed)				.000	.000
	N				403	403
Advertising Strategies	Pearson Correlation				1	.670**
	Sig. (2-tailed)					.000
	N					403
Brand Awareness	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 9: Correlations**

From the above table, it is clear that the correlation is high between Content Quality and Influencer Endorsement which is 0.896. At the same time the correlation is low between Brand Awareness and Content Quality which is 0.557.

*Regression (without mediator):*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 <sup>a</sup>	.737	.735	1.640

a. Predictors: (Constant), Content Quality, Social Media Engagement, Influencer Endorsement, and Advertising Strategies

**Table 10 – Model Summary – Regression 1**

From the table 10, the R-Value is 0.844 and R<sup>2</sup>-Value is 0.712 with a high significance rate of 0.000 which is less than the threshold from the below table number 11.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4088.249	5	817.650	304.038	.000 <sup>b</sup>
	Residual	1651.229	614	2.689		
	Total	5739.477	619			

a. Dependent Variable: Consumer Preferences for E-Learning Platforms

b. Predictors: (Constant), Content Quality, Social Media Engagement, Influencer Endorsement, and Advertising Strategies

**Table 11 – ANOVA – Regression 1**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.184	.220		13.464	.001
	Content Quality	.039	.013	.107	2.949	.003
	Social Media Engagement	.035	.018	.082	1.972	.049
	Influencer Endorsements	.219	.025	.360	8.759	.000
	Advertising Strategies	.124	.025	.209	4.936	.000

a. Dependent Variable: Consumer Preferences for E-Learning Platforms

**Table 12 – Coefficients - Regression 1**

From the coefficient table 12, it clearly gives the required data to foresee, likewise importance is more to decipher information to be measurably critical.

*Regression (with mediator):*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 <sup>a</sup>	.3806	.380	1.996

a. Predictors: (Constant), Content Quality, Social Media Engagement, Influencer Endorsement, Advertising Strategies, and Brand Awareness

Table 13 – Model Summary – Regression 2

From the table 13, the R-Value is 0.601 and R<sup>2</sup>-Value is 0.361 with a high significance rate at a value of 0.000 which is less than the threshold value from the below table 14.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1559.577	6	254.596	56.672	.001 <sup>b</sup>
	Residual	2743.538	613	4.483		
	Total	4303.115	619			

a. Dependent Variable: Actual Usage

a. Dependent Variable: Consumer Preferences for E-Learning Platforms

b. Predictors: (Constant), Content Quality, Social Media Engagement, Influencer Endorsement, Advertising Strategies, and Brand Awareness

Table 14 – ANOVA – Regression 2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.621	.327		-1.882	.062
	Content Quality	.043	.015	.130	2.404	.013
	Social Media Engagement	.034	.023	.093	1.994	.036
	Influencer Endorsements	.012	.034	.023	0.350	.727
	Advertising Strategies	.052	.033	.101	1.963	.049
	Brand Awareness	.050	.024	.118	2.072	.039

a. Dependent Variable: Consumer Preferences for E-Learning Platforms

Table 15 – Coefficients - Regression 1

From the table 15, the coefficient table give the vital information to foresee and furthermore the importance is high to decipher the information to be genuinely critical.

**Findings**

From the above analysis it is clear that,

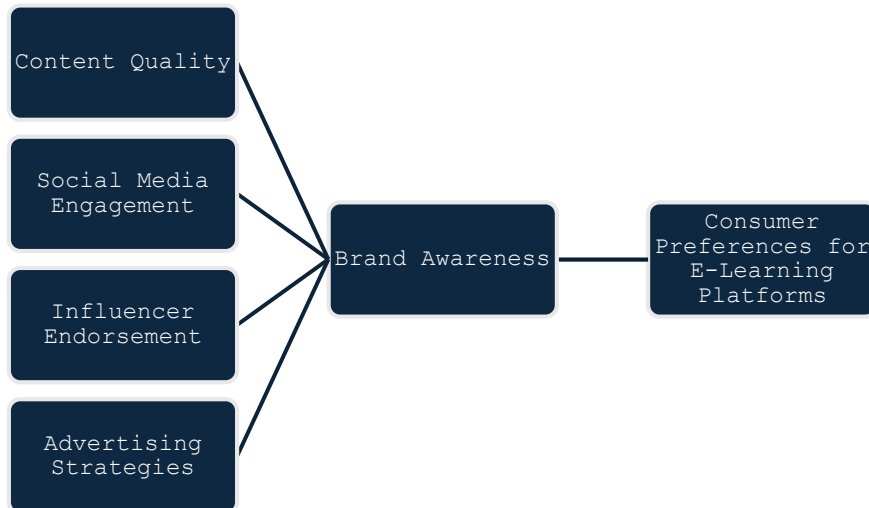
- A total of 403 students responded to survey, out of which
- From Independent Sample 't' test, all the constructs are significant.
- From the correlation test it is clear that the relationship between all independent variables are significant. And looking into all Pearson Correlation no value go below 0.5.
- From the regression analysis it is clear that all independent variables are significant towards predicting the dependent variable. And the values show that it gets the significance is high when mediating variable brand awareness also gets into the structure.

**Suggestion:**

In recent years, the educational landscape has undergone a fundamental change, with e-learning platforms emerging as urgent players in the dissemination of knowledge. Social media marketing has become a cornerstone strategy for these platforms, fundamentally influencing consumer preferences and behavior. This research means to explore the intricate role of social media marketing in trim consumer preferences for e-learning platforms, with a specific focus on key variables like content quality, social media engagement, influencer endorsement, and advertising strategies. These elements collectively enhance brand awareness, ultimately fostering a positive effect on consumer preferences. Content quality remains a fundamental figure the success of e-learning platforms. Top caliber, engaging, and relevant content attracts potential learners as well as retains them. Social media provides a powerful avenue for e-learning platforms to showcase their content offerings. By leveraging clearly appealing representations, informative videos, and interactive posts, these platforms can effectively communicate the value of their educational materials. The immediacy and reach of social media ensure that quality content reaches a wide audience, increasing the likelihood of engagement and conversion.

Social media engagement is another essential aspect influencing consumer preferences. Platforms that actively engage with their audience through comments, direct messages, and interactive content foster a sense of neighborhood trust. Regular interaction with users enhances the stage's credibility as well as provides valuable experiences into consumer needs and preferences. This two-way correspondence channel permits e-learning platforms to accommodate their offerings to better suit their audience, thereby further developing user fulfillment and reliability (Mapanje, E. 2024). Engaged followers are more likely to become unwavering customers, keeping up with for the stage inside their social circles. Influencer endorsement has emerged as a powerful device in social media marketing. Influencers, with their large and steadfast following, have the ability to altogether influence consumer feelings and preferences. E-learning platforms can collaborate with influencers who line up with their image values and target audience. When influencers endorse an e-learning stage, they lend their credibility and trust to the brand, making it more appealing to potential learners. This type of endorsement often leads to increased brand awareness and a higher likelihood of consumer reception.

Advertising strategies on social media are instrumental in getting consumer attention and driving engagement. Targeted advertising, leveraging data investigation, permits e-learning platforms to reach specific demographics and psychographics. By creating tailored advertisements that resonate with the interests and needs of their target audience, these platforms can effectively drive traffic to their websites and course offerings. Moreover, social media advertisements often incorporate interactive elements like surveys, quizzes, and clickable connections, which further engage users and encourage exploration of the stage's offerings. The synergy between these elements — content quality, social media engagement, influencer endorsement, and strategic advertising — culminates in enhanced brand awareness. A strong social media presence ensures that e-learning platforms remain top-of-mind for potential learners (Pillai, R. K. 2024). As brand awareness increases, so does consumer trust and preference for the stage. When consumers recognize and recall a brand frequently, they are more likely to consider and choose it over competitors. Consequently, a well-executed social media marketing strategy attracts new learners as well as fosters extended length steadfastness and sponsorship.

**Fig 2: - Conceptual Framework***(Developed with support from reviews and analysis)*

With everything taken into account, the role of social media marketing in trim consumer preferences for e-learning platforms is multifaceted and huge. By zeroing in on delivering five star content, engaging with audiences, leveraging influencer endorsements, and implementing strategic advertising, e-learning platforms can enhance their image awareness and positively influence consumer preferences. This research will delve into these elements, giving valuable pieces of knowledge to e-learning platforms seeking to optimize their social media marketing efforts and achieve sustained development in an increasingly competitive market. From the above model, it can be noted that all basic and important factors are being covered, developed, and tested. The independent variables of Content Quality, Social Media Engagement, Influencer Endorsement, and Advertising Strategies through Brand Awareness have a positive impact on learning entrepreneurship.

**Conclusion**

This study features the fundamental role that social media marketing plays in trim consumer preferences for e-learning platforms. The examination demonstrates that independent variables like content quality, social media engagement, influencer endorsement, and advertising strategies exert a fundamental influence on brand awareness, which in this manner positively influences consumer preferences. Great content attracts and retains users, social media engagement fosters a sense of neighborhood trust, influencer endorsements leverage credibility and reach, and well-crafted advertising strategies enhance perceivability and appeal.

Collectively, these variables create a synergistic effect that elevates the brand's presence in the competitive e-learning market, ultimately directing consumer choices toward specific platforms. As e-learning continues to develop and evolve, future research should explore the unique interplay of these variables in different contexts and among diverse demographic gatherings. Moreover, investigating emerging trends and technologies, for example, man-made brainpower driven personalized marketing and the role of computer generated reality in e-learning, could provide deeper pieces of knowledge into streamlining social media marketing strategies. By understanding and leveraging these elements, e-learning platforms can better cater to consumer needs, ensuring sustained development and relevance in an increasingly advanced educational landscape.

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