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The shift in learning: Analysing consumer behaviour toward unconventional educational technologies

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Abstract
EdTech, or unconventional educational technologies, is changing the way knowledge is delivered, accessed, and experienced in a time of educational change. EdTech platforms utilize adaptive content delivery and personalized learning pathways to create learner-centric experiences that cater to the various needs of both educators and students. This study explores how strategic marketing and individualized instruction promote engagement and adoption by comprehending the dynamics of consumer behaviour and market trends. This study explores how consumer preferences, marketing tactics, and technological innovation interact, highlighting the critical role influencers play in fostering trust and advancing EdTech platforms. Data from 200 respondents was analysed using multimedia-enhanced questionnaires and structured surveys to find important trends. While adaptive content delivery increased satisfaction by matching educational experiences with individual learner preferences, personalized learning pathways were found to increase user engagement. The influencers have become influential trust-builders in the adoption of EdTech platforms by developing authentic engagement with end users. Further, the research shows concerns such as inclusion and digital divide, requiring pertinent and long-term solutions that ensure equal access to education. By integrating user-centric tactics via influencer-driven mechanisms, adaptive delivery methods, and personalized learning systems, it is possible for EdTech companies to enhance the satisfaction of their users while simultaneously democratizing education. This report presents action guidelines to the educators, developers, and marketers who desire to align a new technology with shifting student demands for an innovative, inclusive, and influential learning future. Keywords: EdTech, Unconventional Education, Market Analysis, Consumer Behaviour, Marketing Strategies, Case Studies.

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Introduction
EdTech has radically changed the learning environment as it introduces digital alternatives or complements the traditional forms of teaching more frequently. EdTech is an umbrella term to describe a range of tools including mobile apps, online platforms, and adaptive learning technologies, which are all geared to improve the process of education. The trend towards non-traditional education that focuses on differentiated instruction, engaging materials, and flexible delivery methods is one of the significant changes in this evolution (Brown, 2022). This change is more individualized, accommodating different learning styles, rather than the one-size-fits-

all approach of traditional education. One of the significant components of this shift is the growing need for personalized learning made possible by the latest technologies in artificial intelligence and data analytics. With these technologies, EdTech platforms can offer flexible learning pathways that allow the adaptation to each student's specific requirements, thereby enhancing interest in learning and achieving better academic performance (Hwang & Wu, 2022).Greater consumer trends that prefer high personalization coincide with this tailored approach. According to Brown, "one of the primary drivers of adoption is the ability to learn at one's own pace" (2022). Adeoye and Otemuyiwa (2024) stress that EdTech companies have succeeded in spearheading educational change if they leverage the use of personalized learning and the application of data-driven insights in meeting learner needs. Further fuelling new business models within the EdTech industry is the continuous datafication of education.

Renz and Hilbig (2020) highlight how these data-driven approaches enable companies to innovate and address the unique challenges of the education market. This innovation extends to the use of artificial intelligence and analytics to refine learning pathways, creating more engaging and effective educational experiences. Additionally, according to Dwi Prastiyo, Bagus Yunianto, and Prayitno (2024), education is a strong driver of innovation, as it equips the learner with skills to adopt, develop, and implement new technologies. The increasing importance of EdTech is also highlighted by the rapid market expansion. The need for flexible learning solutions and the growing internet penetration are fuelling this growth, as evident from the fact that large amounts of money are being raised by businesses like Byju's to increase their product offerings (Smith & Jones, 2021). According to Lynch, Singal, and Francis (2024), EdTech is transformative in allowing marginalized groups, including learners with disabilities, to access education because it reduces social and educational exclusion and allows for full participation in the curriculum. Nevertheless, despite this expansion, there is still a lack of knowledge about how consumer preferences influence the uptake of EdTech tools and how businesses can successfully promote these goods to satisfy customer needs. Al Husaeni et al. (2024) underscore the importance of aligning technological advancements with educational research to improve the quality of education, offering insights into strategies for developing more impactful EdTech solutions.

This paper aims to bridge this gap through market trend analysis, identification of effective marketing strategy, and understanding consumer behaviour toward nontraditional educational technologies. This would help EdTech companies to better align their products to meet the emerging needs of educators and students to increase engagement and retention in the market.

Literature review

Advancements in digital and smart technology have had a very big effect on altering consumer behaviour towards the education technology space. Melnik et al. (2020) highlighted how smart technologies can revolutionize education by reshaping teaching strategies to better suit the priorities and values of today's youth. Their results highlight the value of creative and individualized approaches, especially in vocational education. Just like this, Volkovitckaia et al. (2020) examined mobile learning platforms such as Sakai and found that there are much these tools have in store, like enhanced student participation, flexibility, and real application. This trend is due to the growing needs of consumers seeking interactive educational solutions that can be tailored to individual students' requirements, enabling them to more successfully achieve their educational and professional objectives. IT integration has also significantly

contributed to the redefinition of customer expectations in the EdTech sector. Singh et al. (2024) highlighted that the spread of technology and disruption of traditional learning practices were the key drivers of this change, and IT was an enabler of innovative and user-centric learning opportunities. Khalifa and Ali (2023) further explored how digital platforms enable interactive content delivery and disrupt traditional educational barriers to support personalized learning. Ahmad et al. (2020) also demonstrated the effect of Industry 4.0 technologies on decision-making, with the need for more creative and effective learning solutions being increasingly emphasized. All these results point to the necessity of aligning EdTech products with shifting technology environments in order to fulfil customer needs. Cultural and demographic factors also significantly affect the adoption of EdTech.

Cruz-Cárdenas et al. (2019) found that attitudes toward technology are more important in predicting adoption patterns, even though cultural values have an indirect impact. Yahelska et al. (2023) highlighted how information and communication technologies (ICT) drive personalized learning through social networks and data analytics to provide deeper insights into customer needs. The significance of user experience was further emphasized by Koufaris (2020), who demonstrated that user retention and engagement depend heavily on perceived utility and enjoyment. When taken as a whole, these observations show how technological innovation, cultural influences, and consumer preferences interact dynamically, signalling a shift toward educational solutions that place an emphasis on customization, adaptability, and practicality. Inequality and the Digital Divide in Ed-Tech Adoption Jain, Lall, and Singh (2021) look at the vast disparities in access to and use of Ed-Tech during the pandemic, focusing on the stark differences between private and public schools.

Instructors faced difficulties in reaching out to hard-to-reach students and lacked training in digital pedagogy, particularly in economically disadvantaged sectors. Questions were raised during the examination of the role of Ed-Tech companies about their applicability in filling these systemic gaps. This analysis draws attention to the issues of inclusivity and accessibility that influence how consumers choose educational technology. Ed-Tech for Improving Pedagogical Readiness Studies like Aminah et al. (2022) and Lisa et al. (2021) have shown that the use of computational thinking and TPACK (Technological Pedagogical Content Knowledge) frameworks has become very popular in teacher preparation programs. These models focus on equipping aspiring teachers with the skills to design interesting lessons and adapt to hybrid learning environments. Positive feedback from aspiring teachers and observed increases in creativity underscore how Ed-Tech tools are becoming increasingly popular. By boosting educators' confidence in the effectiveness of digital learning resources, such programs have a huge impact on consumer behaviour. Critical Analysis and Sustainability of the Use of Ed-Tech Selwyn (2021) and Mertala et al. (2022) shed light on ethical and environmental issues brought about by digital technologies in conjunction with their critical perspective in addressing consumption of Ed-Tech.

Consumer behaviour, such as usability, trust, and effectiveness, has greatly influenced the adoption of unconventional technologies in educational contexts. Rosyidah (2024) discusses how digital tools like Quizizz transform traditional teaching and assessments, revealing both the benefits and challenges of integration. The effectiveness of the tool is seen in enhanced student engagement, immediate feedback, and streamlined assessments, while challenges include time constraints, creativity demands, and accessibility issues. Similarly, Ayeni et al. (2024) point out that AI plays a transformative role in education, particularly through

personalized learning systems. The review of the authors focuses on the fact that AI tailors learning experiences according to individual needs, fostering inclusivity and effectiveness in filling broader educational gaps. However, they do emphasize that ethics and logics, like algorithmic biases and the digital divide, have to be taken into account if one is to leverage AI's capabilities in education.

Kizilcec (2024) contributes further psychological and contextual perspectives of educational technology adoption. In that study, she emphasizes how one needs to appreciate educators' views and trust toward new technologies to be effective: "It will depend on their social and cultural factors to a great extent". Specifically, Al-Mughairi and Bhaskar (2024) examine detailed factors that make a difference to the adoption of AI tools like ChatGPT. They discovered that although new innovations increase the efficiency and personalize the process, reliability, privacyand less engagement with humans were a significant barrier for adoption. Further, Al Husaeni et al. (2024) report the increase in education technology research trends in which IT and AI play an important role for the betterment of teaching-learning processes.

Even though Ed-Tech is often hailed as a 'magic bullet', the over-ideation regarding its transformational promise leads to unsustainable practices and overgeneralization. Therefore, it is high time to promote ecologically friendly designs and solutions for underprivileged and displaced communities. In the ed-tech domain, being aware of these constraints promotes more discriminating and environmentally-friendly consumer behaviour.

Research gap

Existing literature indicates saving costs, differentiated learning, and increased access offered by EdTech platforms. Nonetheless, most literatures neglect factors such as consumers' perceptions or trust in influence and social media in deciding customer behaviour toward ed-tech technologies.

While various articles compare personalized learning with traditional approaches about effectiveness, more attention has rarely been devoted on how the perspective of a customer changes while receiving unconventional technology based on un-traditional mode of marketing i.e., use of influencers. This highlights the need for studies that investigate how trusted educational influencers impact the uptake of EdTech platforms and how the behaviour of learners changes as they shift from traditional to more unconventional, influencer-led educational technologies.

Research objective

1) To analyse consumer behaviour towards unconventional educational technologies, personalization, adaptability, and data-driven learning pathways.
2) To evaluate the impact of social media influencers and non-traditional promotional channels on the adoption of EdTech platforms.

Addressing this objective reveals how social media influencers and non-traditional channels influence trust and adoption of EdTech platforms. It highlights the effectiveness of influencer-driven campaigns over traditional methods. This insight aids in optimizing EdTech marketing strategies.

Research hypothesis

H01: Personalized learning paths significantly enhance user engagement and perceived learning

efficacy on EdTech platforms.
H02: Adaptive content delivery according to the pace of learning of individuals positively influences the satisfaction level of users.
H03: Promotional influence from influencers greatly increases trust and chances of adopting EdTech platforms.

Research approach

The research used a structured questionnaire as the main data collection instrument that sought to focus on the determinants of consumer behaviour towards non-traditional educational technologies and the impact of the social media influencer on the adoption of EdTech platforms. The questionnaire had two sections. The first part gathered demographic data, including age, gender, education level, and region (Lee & Chen, 2020). The second part included questions aimed at measuring major factors such as personalized learning, adaptive content delivery, user engagement, influencer trust, and platform adoption. A 5-point Likert scale was used, where the participants could give their level of agreement or satisfaction systematically with statements regarding the experience of the EdTech platform (Zhang et al., 2020).To complement data gathering, the survey incorporated multimedia content. Learners were exposed to short video clips outlining features of EdTech platforms, such as personalized learning and adaptive content, to be able to measure their interest and acceptance. The learners were also exposed to influencer endorsements and promotional content to determine the effect of social media influencers on building trust and readiness to adopt EdTech (Rodriguez & Smith, 2022).

The survey instrument was preliminarily piloted on a sample size of 40 to ensure reliability. From this pilot, a Cronbach's alpha of 0.87 was established in the results; therefore, after this pilot study, the project was rolled out to the target audience by interviewing 200 subjects cut across several demographical categories.

Statistical analyses included chi-square tests for categorical data to assess relationships between demographic variables and preferences, and correlation analyses (Pearson) to evaluate the associations between key factors such as personalized learning, user engagement, and influencer trust. These methods ensured the robustness of the findings and transparency in identifying significant patterns and relationships (Anderson et al., 2021).

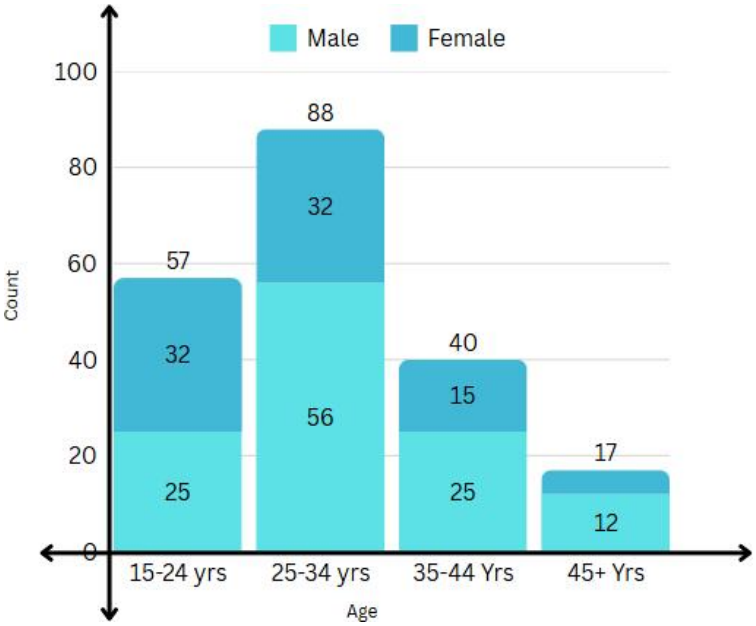
This systematic and multimedia-enhanced data collection approach provided exhaustive perceptions about factors influencing consumer behaviour and the efficacy of social media influencers for EdTech platforms.

Data analysis & interpretation

From the data analysis, it is shown that the male respondents' distribution falls into the following: 11.6% of the age group 15–24, 25.9% of the age group 25–34, 11.6% of the age group 35–44, and 5.6% of the age group 45+. Women account for 14.8% of the age group 15–24, 14.8% of the age group 25–34, 6.9% of the age group 35–44, and 2.3% of the age group 45+.

Rural areas make up 24.5%, suburban areas 33.3%, and urban areas 35.6% of the total regional representation. In terms of credentials, the majority are postgraduates (44.4%), followed by undergraduates (26.9%), PhD holders (13.4%), and people who have completed at least the

12th grade of high school (8.8%).



Graph 1: Descriptive Analysis of data

Table 1: Hypothesis & Results *Source: Author's Work.*

H_01: Personalized learning paths significantly enhance user engagement and perceived learning efficacy on EdTech platforms. *H02: Adaptive content delivery tailored to individual learning paces positively impacts user satisfaction.* EdTech platform analysis focusing on personalized and adaptive features influencing learning outcomes and user engagement.

Hypothesis	**Pearson Chi-square Test**
Learning Efficacy * Personalized Learning	χ^2 (16) = 78.542, p < .001
Learning Efficacy * Adaptive Content	χ^2 (16) = 92.314, p < .001
Learning Efficacy * User Engagement	χ^2 (16) = 85.906, p < .001

Hypothesis	**Correlation Values**
For Learning Efficacy & Personalized Learning	Pearson's r = 0.691, p < .001
For Learning Efficacy & Adaptive Content	Pearson's r = 0.723, p < .001

For Learning Efficacy & User Engagement	Pearson's r = 0.685, p < .001
H03: There is no significant effect of social media influencers on trust and adoption of EdTech platforms Starbucks Brand Experience Analysis	
Hypothesis	**Pearson Chi-square Test**
Trust * Influencer Endorsements	χ^2 (16) = 108.342, p < .001
Adoption * Influencer Endorsements	χ^2 (16) = 89.137, p < .001
Hypothesis	**Correlation Results**
For Trust & Influencer Endorsements	Pearson's r = 0.752, p < .001
For Adoption & Influencer Endorsements	Pearson's r = 0.648, p < .001

EdTech Platforms: Personalized Education and Adaptive Content Delivery:
Adaptive content delivery and personalized learning affect user engagement and learning effectiveness very significantly. The chi-square tests indicate that all these variables have a strong relationship with user satisfaction; the p-values for all the hypotheses are less than 0.001. This allows us to reject the null hypotheses and confirms that engagement on the platform is positively affected by personalized educational experiences.

Chi-Square Outcomes: Personalized Learning * Interaction: $p < 0.001$; χ^2 (16) = 78.542
Adaptive Content * Satisfaction: $p < 0.001$; χ^2 (16) = 92.314. Correlation: Personalized learning and learning effectiveness are strongly positive with $r = 0.691$, $p < 0.001$; adaptive content delivery and satisfaction were strongly positive as well with $r = 0.723$, $p < 0.001$. This would thus highlight that it is how crucial the learner-centric pathways in the EdTech experience are for betterment.
The results from chi-square tests indicate that the endorsements by influencers greatly increase the level of trust and adoption of EdTech platforms with p-values of less than 0.001. From correlation analyses, the endorsements by influencers are highly positively correlated with adoption ($r = 0.648$, $p < 0.001$) and trust ($r = 0.752$, $p < 0.001$). This goes on to depict how social media campaigns can indeed sway consumer behaviour.

Findings

In other words, user engagement on EdTech platforms and personalization in learning are strongly associated. If EdTech platforms have offered learning pathways that align with the preference of each user, user engagement levels are seen to significantly increase, coupled with learning efficacy perceptions. The data strongly had a positive association between the use of personalized features and user engagement using chi-square analysis ($r = 0.691$, $p < 0.001$); χ^2 (16) = 78.542, $p < 0.001$). This means that personalization is essential for enhancing user experience, supporting earlier studies that emphasize the value of personalization in promoting

greater satisfaction and engagement in learning environments (Hwang & Wu, 2022).
Personalized Learning and User Engagement
The study found that user engagement on EdTech platforms and personalized learning paths are significantly positively correlated. Users' engagement and perception of learning efficacy increased as a result of personalized features that enabled them to interact with content catered to their unique learning preferences.

Statistical Findings: In correlation analysis, a strong positive relationship ($r = 0.691$, $p < 0.001$) and chi-square analysis validated the association between personalized learning and engagement (χ^2 (16) = 78.542, $p < 0.001$).

Key Takeaway: These findings are in line with studies that point out how essential personalization is to enhancing learner satisfaction and motivation (Hwang & Wu, 2022). The personalized learning pathways produce a more engaging learning experience as they grant users control over their own pace and direction.

Adaptive Content Delivery and User Satisfaction
Adaptive content delivery, that dynamically modified in accordance with learner preferences and progress, was very influential upon user satisfaction. As long as the users' desired learning style and speed were satisfied by what the platform was delivering, users were more satisfied.

Statistical Findings: Adaptive content delivery and user satisfaction have been highly positively correlated (χ^2 (16) = 92.314, $p < 0.001$; $r = 0.723$, $p < 0.001$).

Key Takeaway: By guaranteeing that users receive pertinent and suitably paced content, these findings emphasize the value of adaptive systems in meeting the needs of diverse learners. Adeoye and Otemuyiwa's (2024) research, which emphasized the value of adaptability in modern EdTech solutions, is supported by this.

Role of Influencers in Trust and Adoption
Today, social media influencers are significant partners in helping achieve trust and spur the use of EdTech products. Because through their influencer status, nontraditional educational technology trust gaps could be closed since there was effective deep emotional and cognitive bonding created among influencers and intended end-users.

Statistical Findings: Influencer endorsement was significantly correlated with adoption on the platform (χ^2 (16) = 89.137, $p < 0.001$; $r = 0.648$, $p < 0.001$) and trust (χ^2 (16) = 108.342, $p < 0.001$; $r = 0.752$, $p < 0.001$).

Key Takeaway: Rodriguez and Smith (2022) suggest that the findings support the notion that influencers are trusted intermediaries that can make users more likely to adopt technology through authentic engagement. Because of their audience and relatability, influencers are helpful in promoting EdTech platforms to diverse audiences.

Managerial implications
This research gives managers in the FMCG sector a number of practical takeaways, especially with regard to using neuromarketing and sensory marketing to boost customer engagement and propel brand success.

To create favourable emotional responses and enhance brand recognition, managers must focus on creating specific sensory branding strategies tailored to consumer preference. They should focus on visual, tactile, and olfactory components. For example, appealing designs in packaging that add subtle texture or a subtle perfume may leave customers with a vivid impression of it and heighten the chance for a purchase. However, like the above factor, overabundance in applying sensory stimuli would also overwhelm customers' senses, impairing their memories about a specific brand. By bringing emotional branding via storytelling into practice, the ties and loyalty for the brand become stronger. Innovative packaging based on concepts such as colour psychology and tactile design can significantly enhance consumer perceptions and accelerate the awareness-to-purchase process. Managers can fine-tune their marketing strategies in real time by using neuromarketing tools such as eye-tracking and EEG, which can provide insightful information about how customers interact with branding elements. Another crucial element of success is implementing an omnichannel marketing strategy. Managers can create cohesive and engaging brand experiences that increase consumer satisfaction and trust by introducing personal sensory experiences through online and offline touchpoints. For example, digital platforms can enhance the in-store sensory experience by mimicking sensory cues with rich. The application of neuromarketing techniques should consider ethics. In order to effectively deal with complaints and restore the confidence of the customer, openness and morality have to be put ahead.

Working with consumer advocacy organizations and regulatory agencies can help ensure that neuromarketing technologies are used responsibly. Coordinating sensory marketing initiatives with particular phases of the consumer journey from awareness to loyalty will help enhance brand visibility and retention of customers. Managers can fully exploit neuromarketing and sensory marketing to ensure sustainable growth and long-lasting loyalty in the FMCG industry if creativity is harmonized with ethical responsibility.

Table 2: Consumer Journey Stages, Cues, and Touchpoints.

Consumer Journey Stage	**Objective**	**Cues**	**Touchpoint**
Consideration	Build awareness and trust among potential users.	Influencers promoting the platform Social media campaigns	Influencer content (e.g., reviews, tutorials) - Platform website

			- Webinars or live demos
Decision	Encourage consideration of the platform based on trust.	Personalized features - Success stories from influencers	Platform onboarding - Trial offers - Platform features demo (e.g., interactive learning path)
Adoption/Engagement	Drive decision-making through clear benefits of personalization.	Personalized learning paths - Adaptive content delivery	User dashboard - Content updates and feedback loops - Notifications (reminders, progress updates)
Retention/Advocacy	Boost adoption and ongoing engagement through user satisfaction.	Personalized learning experience - Adaptive learning content	Regular engagement through notifications - Social sharing options - Feedback collection (surveys, ratings)

Source: Author's Work

Table 3: Key Performance Indicators (KPIs) for Each Consumer Journey Stage and Associated marketing Techniques.

Consumer Journey Stage	Objectives	KPI	Marketing Technique
Consideration	Build awareness and trust among potential users.	- Reach (social media impressions) - Engagement rate - Website traffic	- Influencer campaigns (reviews, tutorials) - Social media campaigns - Webinars or live demos

Decision	Encourage consideration based on trust.	- Conversion rate - Trial sign-ups - Platform demos completed	- Personalized onboarding experiences - Success stories from influencers - Interactive platform feature demos
Adoption/Engagement	Drive decision-making through clear benefits	- Active user rate - Time spent on the platform - Content interaction rates	- Personalized learning paths - Adaptive content delivery - Notifications (reminders, updates, progress tracking)
Retention/Advocacy	Boost adoption and user satisfaction.	- Retention rate - User satisfaction scores - Feedback response rates	- Adaptive and personalized content - Social sharing options - Surveys, feedback loops

Source: Author's Work

Managers must use a data-driven strategy to monitor KPIs and pinpoint areas for improvement at every turn in order to accomplish business goals and successfully navigate the customer journey. A key component of personalization should be investing in adaptive tools that provide customized learning paths and content. While smooth onboarding and interactive demos may encourage adoption, influencer partnerships and community involvement are critical to establishing trust during the deliberation and decision-making stages. While consistent engagement through notifications, progress updates, and gamification improves retention, regular feedback collection guarantees that the platform adapts to user needs. By coordinating these tactics with user-centred objectives, managers can improve customer satisfaction, cultivate loyalty, and promote long-term expansion.

Limitation and scope of study

This paper studies consumer behaviour in relation to unorthodox educational technologies, such as the role of personalization, adaptive learning, and social media influencers. Still, several limitations must be noted. With 200 respondents, the sample is not comprehensive of the entire wide global user base of EdTech platforms, including those from deprived or marginalized groups. This further introduces the potential for response bias, as engaging visuals may influence participants' perceptions. The study also centres on influencer-driven trust and adoption, potentially underestimating the impact of other factors, such as institutional endorsements or peer networks. Moreover, though such ethical issues such as the digital divide are taken into account, the study still lacks a rigorous analysis of the privacy issues and biases

in algorithms while exploring the consequences of AI-driven educational tools more broadly. Scope of this paper includes the consideration of the part played by individualized learning tracks, adaptive delivery of content and influencer sponsorships in crafting consumer engagement and satisfaction. It provides actionable insights on how EdTech platforms can optimize their features and marketing strategies to match the changing preferences of their consumers. All these are within the scope of personalization and adaptability, but there is more: other critical elements, such as gamification, tools for collaboration, and highly innovative technologies like AR and VR, are not covered by this study. Findings depict the present situation but fail to account for longer-term engagement and retention results or fully explain regional disparities in accessing and adopting EdTech solutions. Further research on these issues is needed to complete the bigger picture of consumer behaviour in this constantly changing EdTech landscape.

Conclusion

This research, therefore, indicates the transformative role of EdTech platforms in changing education through personalization, adaptability, and the influence of social media.

Personalized learning paths and flexible content delivery highly enhance user satisfaction and engagement as well as the sense of student agency in one's academic journey. Statistical analysis further cements the case for personalization in digital education through the verification of the robust positive relationship between these features and improved learning outcomes. Social media influencers also play a key role in filling the trust gap by encouraging people to adopt EdTech platforms, particularly for non-traditional educational technologies. The study also emphasizes the importance of sustainable and accessible solutions while acknowledging the challenges associated with inclusivity and the digital divide.

These are some of the problems that need to be solved to maximize EdTech's potential. Future studies should focus on how to ensure equitable access to digital education and ethical issues. With influencer-driven marketing, personalization, and flexibility, EdTech companies can provide substantial, user-centric solutions that enhance satisfaction and engagement while promoting the development of international educational systems.

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