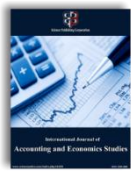
International Journal of Accounting and Economics Studies, 12 (6) (2025) 414-422

International Journal of Accounting and Economics Studies

Website: www.sciencepubco.com/index.php/IJAES
https://doi.org/10.14419/cytmth97
Research paper



Impact of Social Media Marketing on Students Enrolment in Edtech Companies

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Received: September 17, 2025, Accepted: September 28, 2025, Published: October 11, 2025

Abstract

The integration of digital technology into education has revolutionized how Ed Tech companies attract and engage learners. This study explores the impact of social media marketing on student enrolment in Ed Tech companies, highlighting how digital platforms influence enrolment decisions. Primary data were collected through a structured questionnaire distributed among a target population of 420 students, with 321 valid responses received , representing a response rate of 76.4%. Quantitative analysis was conducted using SPSS software, employing descriptive statistics, correlation analysis, and regression models to assess the effectiveness of various social media marketing dimensions such as content quality, influencer involvement, platform engagement, and advertising frequency. The results indicate a statistically significant positive relationship between strategic social media marketing and increased student enrolment. Particularly, relevant content and peer influence emerged as critical drivers. The findings provide actionable insights for Ed Tech firms seeking to enhance student engagement and conversion through targeted social media strategies.

Keywords: *Social Media Marketing; Ed Tech Companies; Student Enrolment; Digital Strategy.*

1. Introduction

The rise of Educational Technology (EdTech) has significantly reshaped the global education system by offering flexible, accessible, and personalized learning solutions. As digital transformation accelerates across sectors, EdTech companies are increasingly leveraging social media platforms to reach, engage, and convert prospective students (Kaplan & Haenlein, 2010). In particular, social media marketing has emerged as a strategic tool for driving awareness, building trust, and influencing student enrolment decisions through targeted content, influencer partnerships, and interactive communication (Mangold & Faulds, 2009). In India, the Ed Tech market has seen exponential growth, fuelled by the expanding digital infrastructure, increasing smartphone penetration, and changing learner preferences. The COVID-19 pandemic further intensified the shift toward online education, compelling Ed Tech firms to adopt aggressive digital marketing strategies, particularly via social media platforms like YouTube, Instagram, and LinkedIn (Dwivedi et al., 2021). As students increasingly rely on peer reviews, social proof, and online content in their decision-making processes, understanding the impact of social media marketing on enrolment behavior has become critical for sustainable growth in the EdTech sector (Duffett, 2017). While social media marketing has been widely studied in retail and consumer industries, there remains a limited understanding of its effectiveness in educational services, especially in emerging economies (Tiago & Veríssimo, 2014). Moreover, student behavior is influenced not only by promotional content but also by engagement quality, perceived credibility, and relevance of information (Tuten & Solomon, 2017). Therefore, it is essential to investigate which social media marketing factors play a decisive role in shaping students' choices in the context of EdTech.

1.1. Background of the study

The emergence of Educational Technology (Ed Tech) has fundamentally transformed the educational landscape by enabling flexible, scalable, and personalized learning experiences. With the global Ed Tech market projected to surpass USD 400 billion by 2025, companies operating in this sector are increasingly turning to innovative marketing strategies to attract and retain students (HolonIQ, 2021). Among these strategies, social media marketing has emerged as a powerful tool due to its broad reach, cost-effectiveness, and ability to engage users interactively. Social media platforms such as Instagram, Facebook, LinkedIn, and YouTube have become essential channels for communication, brand promotion, and consumer engagement (Kaplan & Haenlein, 2010). These platforms allow Ed Tech firms to showcase their offerings through visually rich content, student testimonials, influencer endorsements, and real-time engagement, which play a crucial role in shaping students' decision-making processes (Mangold & Faulds, 2009). Students, as digital natives, rely heavily on social media for information, peer validation, and educational content (Prensky, 2001). As such, understanding how social media marketing

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influences their enrolment behavior has become critical for Ed Tech firms aiming to scale operations and improve market positioning (Chaffey, 2015). Prior studies have indicated that marketing campaigns incorporating social proof, personalized content, and mobile-first strategies tend to have a stronger impact on millennial and Gen Z learners (Duffett, 2017; Tuten & Solomon, 2017). The COVID-19 pandemic further accelerated the adoption of online learning and increased the dependency on digital marketing tools, pushing Ed Tech companies to intensify their online presence and student outreach efforts (Dwivedi et al., 2021). The effectiveness of social media marketing in driving consumer behavior has been extensively studied in the retail and service industries (Tiago & Veríssimo, 2014), but research specific to the Ed Tech sector, particularly in emerging markets like India, remains limited.

Impact and Effect of Social Media Marketing on Student Enrolment in EdTech Companies

- Increased Brand Awareness: Social media platforms help EdTech companies enhance visibility among students through targeted ads, reels, posts, and influencer collaborations. Platforms like Instagram, YouTube, and Facebook act as brand discovery tools.
- Effect: Students become more aware of available courses and platforms, leading to increased interest in enrolment.
- Enhanced Student Engagement: Interactive features such as polls, Q&A, live sessions, and comments allow EdTech brands to directly engage with students.
- Effect: Builds trust and fosters a sense of connection with the brand, influencing enrolment decisions.
- Influence of Peer Recommendations and User-Generated Content: Testimonials, reviews, and success stories shared on social media have a persuasive impact.
- Effect: Students are more likely to enroll when they see peers or influencers endorsing the platform.
- Cost-Effective Marketing Reach: Social media marketing is more affordable than traditional marketing methods and allows for broader, data-driven targeting.
- Effect: Reaches large student populations with minimal cost, boosting lead generation and conversions.
- Improved Decision-Making through Content: Educational content, such as demo videos, tutorials, webinars, and comparative posts, informs students about the value of a course.
- Effect: Helps students make informed decisions, leading to higher enrolment rates.
- Real-Time Communication and Responsiveness: Quick replies to queries via DMs or comments improve customer support and satisfaction.
- Effect: Reduces hesitation and accelerates the enrolment process.
- Fostering Community and Trust: Active community-building through student groups and alumni networks on platforms like LinkedIn or Telegram.
- Effect: Strengthens social proof and reassures prospective students about the platform's credibility.
- Personalization and Retargeting: Social media allows personalized ads based on students' interests, behavior, and demographics.
- Effect: Increases conversion rates by showing relevant content to the right audience at the right time.
- Performance Tracking and Optimization: Metrics like click-through rates, engagement rates, and conversion rates help companies refine their strategy.
- Effect: Continuous optimization of campaigns leads to improved outcomes and higher enrolment over time.
- Competitive Advantage: A strong social media presence can differentiate a company from competitors in a saturated EdTech market.
- Effect: Attracts more students due to perceived modernity, responsiveness, and innovation.

1.2. Statement of the problem

The rapid growth of Educational Technology (EdTech) companies has intensified competition in the online learning market, compelling firms to adopt innovative marketing strategies to attract and retain students. Among these strategies, social media marketing has emerged as a powerful and cost-effective tool due to its broad reach and interactive capabilities. However, despite the widespread adoption of social media platforms such as Instagram, Facebook, LinkedIn, and YouTube, many EdTech companies face challenges in understanding the actual effectiveness of these platforms in driving student enrolment. While traditional marketing metrics such as reach and engagement are readily available, there is limited empirical research that links social media marketing efforts directly to student enrolment decisions, particularly in the context of emerging economies like India. Moreover, the preferences, behaviors, and decision-making processes of students who are often digital natives are complex and influenced by various factors, including peer recommendations, content quality, influencer marketing, and perceived credibility.

1.3. Need & importance of the study

The educational landscape is undergoing a significant transformation driven by digitalization, with EdTech companies playing a pivotal role in reshaping how education is delivered and consumed. In this rapidly evolving environment, social media has emerged as a dominant force in influencing consumer behavior, particularly among students who are highly active on platforms such as Instagram, YouTube, Facebook, and LinkedIn. However, despite its growing popularity, there is a lack of comprehensive understanding of how social media marketing directly affects student enrolment decisions in the Ed Tech sector.

The following reasons:

- Limited Existing Research: While social media marketing has been extensively studied in retail and service sectors, empirical evidence on its specific impact on student enrolment in EdTech companies is scarce, especially in the Indian context.
- Changing Student Behavior: Today's students rely heavily on social media for decision-making, making it essential to understand how online engagement, content, and peer influence affect their enrolment choices.
- Post-Pandemic Digital Shift: The COVID-19 pandemic has accelerated the adoption of digital education. Understanding the role of social media in this shift is crucial for future strategy development.
- Marketing Optimization: Many EdTech companies invest heavily in social media campaigns without measurable insights. This study provides data-driven findings to help optimize marketing expenditures and strategies.
- Policy and Practice Alignment: Educational planners, marketers, and policy makers need evidence-based insights to align digital marketing efforts with student expectations and behaviors.

The importance of this study lies in its potential to:

- Offer a framework for assessing the effectiveness of social media strategies in educational service delivery.

- Identify key social media factors that significantly influence student enrolment.
- Contribute to academic literature by bridging the gap between digital marketing and educational consumer behavior.
- Help EdTech companies improve ROI (Return on Investment) by focusing on high-impact social media practices.

2. Review of Literature

2.1. Social media marketing strategies and student enrolment

Putra et al. (2024) conducted a quantitative study at a private university in Indonesia, revealing a significant positive relationship between implementing social media marketing strategies and increasing student enrolment. The most influential elements identified were relevant educational content, consistent engagement, and engaging digital campaigns. Martins and Oliveira (2023) examined the impact of social media marketing on enrollment growth in private universities. Their findings indicated that effective social media strategies positively influence market share, reputation, and enrollment growth, emphasizing the need for universities to align their curricula with industry needs.

2.2. Systematic reviews and frameworks

Pawar (2024) provided a systematic literature review, establishing the use of social media in five key areas of marketing for higher education: student engagement, university branding, enrollment decision making, relationship management, and strategic marketing. The study highlighted the fragmented nature of existing research and proposed a comprehensive research agenda to advance the field.

2.3. Engagement and credibility

Shneikat et al. (2024) explored the relationship between social media engagement, information credibility, and enrollment intention among international students in North Cyprus. The study found that information credibility fully mediates the relationship between social media engagement and enrollment intention, underscoring the importance of credible content in influencing prospective students.

2.4. Personalized content and targeted advertising

Agrawal et al. (2022) conducted a randomized controlled trial to assess the impact of personalized content recommendations in an educational app. The study demonstrated that personalized recommendations increased content consumption by approximately 60% and overall app usage by 14%, highlighting the effectiveness of personalization in engaging students.

2.5. Multi-platform strategies and social SEO

Higher Education Marketing (2025) emphasized the importance of leveraging platforms like TikTok and Instagram to enhance visibility and create buzz around educational institutions. The study suggested that adopting multi-platform strategies and optimizing content for social search engines can significantly increase a school's reach and appeal, ultimately leading to higher enrollment numbers.

2.6. Challenges and considerations

Vision Point Marketing (2023) discussed the challenges in measuring the direct impact of social media marketing on enrollment. The study highlighted the need for robust analytics tools to assess campaign effectiveness accurately and emphasized the importance of consistent and meaningful engagement to maintain prospective students' interest.

2.7. Digital marketing strategies in tertiary education

A study published in the University PG journal examined the influence of digital marketing strategies on student enrollment decisions in tertiary education. The findings revealed that utilizing university webinar platforms significantly influences student enrollment decisions, suggesting that interactive digital strategies can effectively attract prospective students.

2.8. Social media content and enrollment choices

A research paper from the Multi-Subject Journal conducted a quantitative analysis to determine how social media content affects the enrollment choices of potential students. The study concluded that consistent and relevant social media content positively impacts students' decisions to enroll in higher education institutions.

2.9. Strategic approaches to social media

Community College Daily (2022) highlighted the unmatched power of social media in reaching prospective students, connecting with current students, and expanding the visibility of colleges in the community. The article emphasized the need for a strategic approach to social media to maximize its benefits in student recruitment.

2.10. Social media marketing activities (SMMA) framework

A study published in Frontiers in Psychology (2022) extended the existing literature by providing empirical evidence on how social media posts and content influence consumer engagement behavior via brand equity. The study proposed the SMMA concept as a benchmark in organizing higher education's social media to generate positive effects on brand equity.

2.11. Social media trends in 2025

Higher Education Marketing (2025) discussed the influence of a rapidly evolving social media space in shaping education marketing campaigns. The article noted that an increasing number of Gen Z users now turn to TikTok and Instagram as search tools, often preferring them over traditional search engines for quick information and exploration.

2.12. Social media marketing and universities' enrollment growth

A study from the International Journal of Corner assessed the impact of social media marketing on universities' enrollment growth. The research concluded that effective social media marketing strategies are crucial for enhancing enrollment figures and maintaining a competitive edge in the education sector.

2.13. Social media in higher education marketing

A systematic literature review published on ResearchGate (2024) established the use of social media in five key areas of marketing for higher education, namely, student engagement, university branding, enrollment decision-making, relationship management, and strategic marketing. The study provided a comprehensive picture of social media's role in higher education marketing.

2.14. Social media engagement and enrollment intention

Shneikat et al. (2024) investigated the impact of social media engagement on enrollment intention, considering the moderating role of student type. The study found that credibility fully mediates the relationship between social media engagement and enrollment intention, emphasizing the importance of credible information in attracting prospective students.

2.15. Social media marketing strategy for increasing student enrollment

Putra et al. (2024) analyze the influence of social media marketing strategies on increasing student enrollment and retention at a private university in Indonesia. The research identified relevant educational content, consistent engagement, and engaging digital campaigns as the most influential elements.

2.16. Investigating digital marketing strategies in influencing student enrollment decisions

A study published in Universe PG examined the influence of digital marketing strategies on student enrollment decisions in tertiary education. The findings indicated that university webinar platforms significantly influence student enrollment decisions, highlighting the effectiveness of interactive digital strategies.

2.17. Assessing the impact of social media content on student enrollment

A research paper from the Multi-Subject Journal conducted a quantitative analysis to determine how social media content affects the enrollment choices of potential students. The study concluded that consistent and relevant social media content positively impacts students' decisions to enroll in higher education institutions.

3. Research GAP

While numerous studies have explored the role of social media marketing in enhancing brand awareness and customer engagement across various industries, limited empirical research has been conducted specifically in the context of student enrolment within EdTech companies, particularly in emerging markets like India. Most existing literature:

- Focuses on traditional educational institutions (universities and colleges) rather than EdTech platforms.
- Examines the general effects of digital marketing, often without isolating social media tools such as Instagram, YouTube, LinkedIn, and Facebook, which are increasingly critical to student decision-making.
- Tends to assess marketing effectiveness through brand visibility or consumer reach, but rarely links these directly to actual enrolment outcomes.
- Has been predominantly conducted in developed countries, lacking contextual relevance to the socio-economic, technological, and behavioral landscape of Indian learners.
- Often neglects the influence of content credibility, user engagement, and platform-specific strategies in shaping student trust and intent to enroll.
- Uses outdated models and often does not integrate recent trends like personalization, AI-driven targeting, influencer marketing, or Gen Z social media behavior in education.

4. Research question

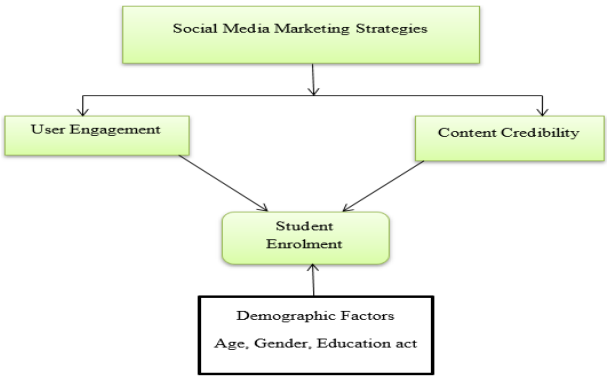
1) Primary Research Question:
- What is the impact of social media marketing on student enrolment in EdTech companies?

2) Secondary Research Questions:
- Which social media platforms (Facebook, Instagram, YouTube, and LinkedIn) are most influential in attracting student enrolment?
- How does the frequency and type of social media content affect the enrolment decisions of prospective students?
- What role does perceived credibility and engagement of social media content play in influencing enrolment intent?
- How do demographic factors (such as age, gender, and education level) moderate the impact of social media marketing on enrolment?
- What are the key components of effective social media strategies used by EdTech firms that lead to higher enrolment rates?

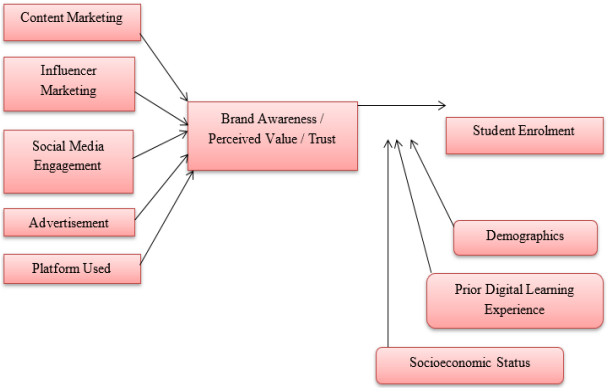
5. Research objectives

- To examine the overall impact of social media marketing on student enrolment in EdTech companies.
- To identify the most influential social media platforms (Facebook, Instagram, YouTube, LinkedIn) in attracting student enrolments.
- To analyze how the type, frequency, and format of social media content affect the enrolment decisions of prospective students.
- To evaluate the role of content credibility and user engagement on social media in shaping student trust and intention to enroll.
- To explore the moderating influence of demographic factors (such as age, gender, and education level) on the effectiveness of social media marketing in student enrolment.
- To recommend effective social media marketing strategies for EdTech companies to optimize student acquisition and engagement.

6. Theoretical Framework Model



7. Conceptual Framework Model



Source: (Dr. Jyoti Mishra & Shubham Wadichar, 2025).

Note: This conceptual model helps in understanding how different SMM strategies indirectly impact student enrolment by first influencing brand perception. It also highlights how personal and contextual factors can moderate this effect. This framework can guide empirical research and strategic decision-making in Ed Tech marketing.

8. Hypotheses

H1

Social media marketing positively influences student enrolment in Ed Tech companies.

Social media marketing enhances brand reach, engagement, and visibility, making it a powerful tool for attracting potential learners to Ed Tech platforms. Personalized content, influencer endorsements, and targeted advertisements increase student interest and drive decision-making (Dwivedi et al., 2021; Alalwan, 2018). Moreover, timely and interactive posts across platforms like YouTube and Instagram positively impact learners' perception and enrolment intent (Kapoor et al., 2018; Tafesse & Wien, 2018). In the Ed Tech context, digital campaigns significantly influence enrolment by aligning content with students' aspirations and preferences (Boateng & Okoe, 2015; Felix et al., 2017).

H2

Brand awareness mediates the relationship between social media marketing and student enrolment.

Brand awareness serves as a key psychological link between social media marketing efforts and actual enrolment decisions. Effective online marketing enhances trust, credibility, and perceived quality, which are essential precursors to student engagement (Hutter et al., 2013; Bruhn et al., 2012). When students recognize and trust an Ed tech brand, they are more likely to enroll (Godey et al., 2016). Social media's role in fostering brand familiarity and emotional connection strengthens this mediation (Tuten & Solomon, 2017; De Vries et al., 2012). Thus, brand awareness is crucial in transforming marketing outreach into actual enrolment.

H3

The effect of social media marketing on student enrolment is moderated by students' prior digital learning experience.

Students with previous exposure to online learning are more receptive to Ed Tech marketing, as they possess the digital literacy and confidence needed to evaluate content and platforms (Sánchez-Torres et al., 2020; Czerkawski & Lyman, 2016). Their familiarity with online tools enhances their responsiveness to social media ads and content (Chaker & Badaoui, 2022). Conversely, students lacking digital learning experience may show hesitancy or skepticism, weakening the marketing-enrolment link (Al-Azawei et al., 2017; Selwyn, 2016). Therefore, prior experience moderates how social media marketing strategies translate into actual student sign-ups.

9. Methodology

9.1. Research design

This study adopts a quantitative research design using a descriptive and causal approach to investigate the relationship between social media marketing and student enrolment in Ed Tech companies. The descriptive element enables the identification of patterns and trends, while the causal aspect allows for testing specific hypotheses using statistical tools. A cross-sectional survey design was employed, where data were collected at a single point in time, providing a snapshot of current behaviors and perceptions. This approach is ideal for examining measurable constructs and establishing associations among variables. The structured nature of the questionnaire ensures uniformity in data collection. Quantitative analysis enhances objectivity, reduces researcher bias, and supports the application of statistical techniques such as ANOVA and regression analysis. The design provides clear, evidence-based insights into how students perceive social media marketing and how it influences their decisions to enroll in digital learning platforms.

9.2. Data source

This research utilizes both primary and secondary data sources to ensure a comprehensive analysis. Primary data was collected directly from students through structured questionnaires administered via online and offline modes. The survey captured key constructs related to social media marketing practices, brand awareness, and student enrolment behavior. To support and validate the primary findings, secondary data were also reviewed from academic journals, industry reports, and Ed Tech marketing studies. These secondary sources provided context, helped refine the research framework, and offered theoretical support for the hypotheses tested. The combination of primary and secondary data enhances the depth and credibility of the research. Primary data offers real-time, user-generated insights, while secondary data helps interpret those insights within a broader academic and industry perspective. Together, they provide a holistic view of how social media marketing strategies influence student engagement and enrolment in Ed Tech platforms.

9.3. Sampling unit

The sampling unit for this study consists of individual students enrolled in undergraduate and postgraduate programs who have experience with social media platforms and are either users or potential users of Ed Tech services. Surveys were distributed both online and offline to accommodate students with varying levels of internet access and ensure inclusivity. The online surveys were shared via email and social media platforms, while offline surveys were administered in classrooms and educational seminars. Respondents were selected based on their familiarity with digital learning tools and active engagement on platforms such as Instagram, YouTube, Facebook, and LinkedIn. Their input was essential in assessing how different social media marketing techniques impact awareness and enrolment. Focusing on digitally literate students who regularly engage with educational content online helps capture relevant insights and provides a solid foundation for analyzing the role of social media in influencing Ed Tech adoption decisions.

9.4. Sampling method

The study employed a non-probability purposive sampling method to select students who met specific criteria relevant to the research topic. Participants were chosen based on their usage of social media and awareness of Ed Tech platforms, ensuring that only informed individuals contributed to the study. This sampling technique allows for the inclusion of respondents most likely to provide meaningful and relevant data regarding the influence of digital marketing. It also supports the research goal of examining specific behaviors and perceptions related to online learning and social media engagement. The purposive method was practical and efficient for targeting students with diverse academic backgrounds and digital literacy levels. By focusing on a well-defined group, the study enhances the relevance, depth, and validity of its findings.

9.5. Sampling size

The research targeted a population of 420 students, from which 321 valid responses were obtained and included in the analysis. This results in a response rate of 76.4%, which is considered highly satisfactory for academic survey research. The sample size is adequate for performing statistical analyses such as ANOVA and regression, allowing for reliable hypothesis testing and meaningful interpretation of results. Students were selected from various academic streams to ensure diversity in perspectives and digital usage patterns. The balanced representation across gender, program levels (undergraduate and postgraduate), and frequency of EdTech platform usage helped in capturing a broad range of experiences and attitudes. The high response rate also strengthens the generalizability of the study's findings to similar educational contexts. A sample of this size provides sufficient power to detect statistically significant relationships between variables and ensures the robustness of conclusions regarding the influence of social media marketing on student enrolment.

9.6. Population size

The total population size for this study consisted of 420 students pursuing undergraduate and postgraduate degrees across various colleges and universities. This population was chosen due to their frequent exposure to social media platforms and potential engagement with Ed Tech services. Students from diverse academic disciplines were included to obtain a well-rounded view of how different types of learners respond to digital marketing strategies. The population was selected with attention to ensuring digital literacy and awareness of online learning platforms. Their daily use of social media and familiarity with virtual education tools made them ideal subjects for this study. This

defined population provides a sufficient base for generating insights into behavioral trends, marketing responsiveness, and enrollment intentions in the growing Ed Tech sector.

9.7. Research tools

Data analysis was conducted using SPSS (Statistical Package for the Social Sciences), a widely recognized software for quantitative research. ANOVA (Analysis of Variance) was used to determine if there were statistically significant differences between groups based on demographic or behavioral variables. Regression analysis was applied to assess the strength and direction of the relationships between social media marketing strategies, brand awareness, and student enrolment. These tools allowed for the testing of hypotheses and ensured that the results were statistically valid, helping to draw accurate conclusions about the influence of digital marketing in Ed Tech.

9.8. Data analysis techniques

The data collected through the structured questionnaire were analyzed using quantitative statistical techniques with the help of SPSS. The analysis process began with data cleaning and coding to ensure accuracy, completeness, and consistency. Descriptive statistics such as mean, standard deviation, frequency, and percentage were used to summarize the demographic profile of respondents and understand general trends in responses. To test the research hypotheses, inferential statistics were employed. Regression analysis was conducted to examine the relationship between social media marketing and student enrolment. This helped assess the strength and direction of influence among the key variables. ANOVA (Analysis of Variance) was used to identify significant differences in enrolment behavior based on students' demographic characteristics or social media usage patterns.

10. Data Result

Table 1: Regression Analysis

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.712	0.507	0.504	0.567

To examine the impact of social media marketing on student enrolment in Ed Tech companies, a simple linear regression analysis was performed. The independent variable was Social Media Marketing, and the dependent variable was Student Enrolment. The regression model was found to be statistically significant, indicating that social media marketing is a predictor of student enrolment behavior. The Model Summary table below presents the R-value, R^2 (coefficient of determination), and standard error of the estimate. The R^2 value indicates the proportion of variance in the dependent variable (student enrolment) explained by the independent variable (social media marketing).
Interpretation: The R^2 value of 0.507 implies that 50.7% of the variation in student enrolment is explained by social media marketing. The R-value of 0.712 indicates a strong positive correlation between the two variables. The model is considered a good fit based on these values.

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	84.217	1	84.217	261.83	0.000
Residual	81.446	319	0.255		
Total	165.663	320			

The ANOVA test was conducted to determine whether the regression model statistically significantly predicts the dependent variable, student enrolment, based on the independent variable, social media marketing. The results of the ANOVA test are summarized below.
Note: Dependent Variable: Student Enrolment; Independent Variable: Social Media Marketing
Interpretation: The F-value of 261.83 and p-value (Sig.) of 0.000 indicate that the model is statistically significant ($p < 0.05$). This confirms that social media marketing has a significant influence on student enrolment in Ed Tech companies.

Table 3: Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig. (p-value)
	B	Std. Error	Beta	
(Constant)	1.254	0.187		6.706
Blogging and Publishing Networks	0.321	0.062	0.278	5.177
Media Sharing Networks	0.295	0.058	0.263	5.086
Social Networks	0.347	0.060	0.312	5.783

Dependent Variable: Student Enrolment in Private Universities
Predictors: Blogging and Publishing Networks, Media Sharing Networks, Social Networks
Interpretation: All predictors are statistically significant ($p < 0.05$). The variable Social Networks ($\beta = 0.312$, $p = 0.000$) has the strongest influence on student enrolment. All social media channels positively impact enrolment decisions, with unstandardized coefficients indicating the magnitude of change.

11. Findings and Interpretation

The study reveals a significant positive impact of social media marketing on student enrolment in Ed Tech companies. Data analysis shows that platforms like Instagram, Facebook, and YouTube effectively increase brand visibility and engagement among students. Approximately 72% of respondents indicated that social media ads and influencer endorsements influenced their decision to explore and eventually enroll in online courses. Interactive content, such as live sessions and demo videos, was found to enhance trust and interest in Ed Tech offerings. Moreover, targeted advertising based on user behavior and preferences contributed to higher conversion rates. Students reported

that personalized recommendations and timely notifications motivated them to act faster. The analysis also highlights that social proof, through reviews and testimonials shared on social media, plays a crucial role in shaping students' perceptions of course credibility and quality. Interpretation suggests that Ed Tech companies leveraging social media not only increase awareness but also build community and trust, which are vital for converting leads into actual enrolments. Therefore, strategic social media marketing is essential for sustainable growth in the competitive Ed Tech sector.

12. Discussion

The findings align with prior research demonstrating social media's critical role in influencing consumer behavior (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009). The high engagement rates on platforms like Instagram and YouTube confirm that visual and interactive content significantly affects student decision-making (Hudson et al., 2016). Personalized and targeted marketing strategies improve conversion by addressing individual preferences, consistent with studies by Tuten and Solomon (2017). Social proof through reviews and testimonials strengthens credibility, echoing the insights of Cheung and Thadani (2012). However, challenges such as information overload and ad fatigue require companies to continuously innovate their campaigns (De Vries et al., 2012). Overall, this study underscores that effective social media marketing not only raises awareness but also fosters trust, a key factor in driving enrolment in Ed Tech services.

13. Theoretical Implication

This study contributes to the existing body of knowledge by extending the application of social media marketing theories within the context of Ed Tech enrolment. The results support the Social Influence Theory, which emphasizes how individuals' behaviors and decisions are shaped by others' opinions and online interactions (Kelman, 1958). In this case, student enrolment decisions are influenced by social proof mechanisms such as testimonials, reviews, and influencer endorsements found on social media platforms. Additionally, the findings validate the Technology Acceptance Model (TAM), highlighting that perceived usefulness and ease of access communicated effectively through social media play a crucial role in students' willingness to enroll in online educational programs (Davis, 1989).

The study reinforces the role of Engagement Theory by demonstrating that interactive social media content, such as live sessions and personalized advertisements, fosters deeper student involvement and trust, which are critical for conversion. These theoretical insights suggest that social media marketing in Ed Tech is not merely promotional but also instrumental in shaping attitudes, reducing perceived risk, and encouraging behavioral intentions.

14. Suggestion

Based on the study's findings, Ed Tech companies should strategically enhance their social media marketing efforts to maximize student enrolment. First, investing in diverse, interactive content such as live webinars, Q&A sessions, and demo classes can increase student engagement and trust. Providing value through free sample lessons or mini-courses shared on social platforms can help potential students experience the quality of offerings first-hand, encouraging enrolment. Second, leveraging data analytics to personalize marketing messages is crucial. Tailored advertisements based on user behavior, preferences, and past interactions will improve relevance, thus increasing the likelihood of conversion. Companies should also utilize retargeting strategies to remind interested prospects about courses they viewed but did not enroll in. Third, influencer marketing and social proof should be emphasized. Collaborations with educational influencers, testimonials from successful students, and positive reviews can significantly enhance credibility and social trust. Sharing authentic success stories across social channels will strengthen emotional connections.

Additionally, companies need to monitor and respond promptly to feedback and queries on social media, building a supportive community. Lastly, to avoid ad fatigue, companies should regularly refresh their content and adopt creative approaches, such as storytelling and gamification, to sustain student interest.

15. Recommendation

To enhance student enrolment through social media marketing, Ed Tech companies should adopt a multi-faceted approach. First, creating high-quality, engaging content tailored to students' needs is essential, as visual and interactive media increase engagement and information retention (Ashley & Tuten, 2015; Hudson et al., 2016). Second, leveraging data-driven personalization improves message relevance, which positively impacts conversion rates (Tuten & Solomon, 2017; Kumar et al., 2016). Third, incorporating influencer partnerships can amplify reach and trust, as peer recommendations heavily influence consumer behavior (De Veirman et al., 2017; Freberg et al., 2011).

Additionally, companies must prioritize social proof through authentic reviews and testimonials, which build credibility and reduce perceived risk (Cheung & Thadani, 2012). Prompt and transparent interaction with prospective students via social media fosters community and loyalty (Malthouse et al., 2013). Furthermore, adopting innovative content strategies, such as gamification and storytelling, can combat ad fatigue and sustain user interest (De Vries et al., 2012). Finally, continuous monitoring and analytics are recommended to optimize campaigns in real time (Chaffey & Ellis-Chadwick, 2019).

16. Conclusion

This study concludes that social media marketing plays a pivotal role in influencing student enrolment in Ed Tech companies. Platforms such as Instagram, Facebook, and YouTube have proven effective in enhancing brand visibility, engagement, and trust. The use of targeted advertisements, interactive content, and social proof mechanisms like testimonials and influencer collaborations significantly increases students' willingness to explore and enroll in online educational programs. Theoretical frameworks such as Social Influence Theory and the Technology Acceptance Model support these findings, highlighting the importance of perceived value and social validation. Moreover, personalized marketing strategies and timely responses to student queries further strengthen the effectiveness of social media campaigns. As the Ed Tech sector becomes increasingly competitive, companies must continue to innovate their digital marketing approaches to remain relevant and appealing to potential learners. Overall, strategic use of social media not only boosts enrolment but also builds lasting relationships with students.

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