Impact of Students Preference Towards Online Learning Platforms

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Abstract

The Education sector has been profoundly changed by the quick development of technology, particularly with regard to online learning environments. In order to raise awareness and persuade students to sign up for online courses, promotional activities via social media, websites, and ads are crucial. The purpose of this study is to examine the variables affecting students' enrollment in online learning environments. Understanding how social media sites, online ads, and web-based promotions affect students' decision-making behavior is the main goal of the study. Convenience sampling was used to collect primary data from 100 respondents via a structured questionnaire; secondary data was obtained from websites, journals, and earlier research. Data analysis was done using statistical tools like percentage analysis and graphical representation. The results show that these marketing tactics have a significant impact on students' awareness, confidence, and inclination toward online learning environments. Effective marketing strategies can improve student engagement and boost enrollment in online learning environments, the study concludes.

Keywords: **Online Learning Platforms, Student Preference, Student Enrollment, Education Sector, Influencing Factors, Awareness**

INTRODUCTION

Online learning platforms have become an essential part of modern education, offering flexible and accessible learning opportunities for students. The enrollment stage is critical to this system because it is the learner's first point of interaction with the platform. During this stage, students register, choose courses, provide basic information, and receive access to learning material well-designed enrollment process improves student engagement, increases participation, and ensures a smooth start to learners' online education journey. Understanding the enrollment stage also enables institutions to identify trends in student preferences, address new user challenges, and improve the platform's overall effectiveness. A straightforward, understandable, and user-friendly interface can greatly boost student sign-ups, making the enrollment process a crucial gauge of the platform's efficacy. Students provide crucial information during enrollment, including Enhancing the enrollment process promotes greater retention rates, improved student satisfaction, and improved overall performance in addition to improving the student experience. Understanding and optimizing the enrollment stage is essential for developing successful digital learning environments as online learning continues to grow globally.

For educators and organizations looking to improve students' academic performance and learning experience, it is crucial to comprehend these preferences. Institutions can enhance learning outcomes, satisfaction levels, and engagement by customizing online platforms to match students' needs and expectations. This will increase the efficacy of online education. In order to provide insights for creating more efficient and captivating educational technologies, this study focuses on investigating how student preferences affect learning experiences and satisfaction on online learning platforms.

STATEMENT OF THE PROBLEM

The growth of online learning in popular in Coimbatore, but students' preferences differ because of things like course quality, internet access, and platform usability. Their learning outcomes, engagement, and level of satisfaction are all impacted by these preferences. Many students struggle to access or use

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online resources efficiently, which has an impact on their overall educational experience. Research on how student preferences affect performance and satisfaction in Coimbatore is scarce. The purpose of this study is to investigate how student preferences and satisfaction with Coimbatore city's online learning platforms relate to one another.

OBJECTIVES

1. To analyze the demographics of users of online learning platforms
2. To study the impact of online learning platforms on the education sector.
3. To study the factors influencing the use of online learning platforms.

SCOPE OF THE STUDY

The scope of the study is focused on the preferences and satisfaction of students in Coimbatore City toward online learning platforms. It examines factors such as platform usability, course quality, flexibility, and technology support that influence student engagement and learning outcomes. The research is limited to college and university students who actively use online learning platforms. It aims to understand how student preferences affect their satisfaction, motivation, and academic performance. The findings will help educational institutions in Coimbatore improve platform design, delivery methods, and learning experiences.

RESEARCH METHODOLOGY

i.Source Data

The study is based on both primary and secondary data**.**

ii.Data Collection Method:

• Primary Data

The primary data for the study is collected directly from students in Coimbatore City using a structured questionnaire. The questionnaire is administered through Google Forms and consists of closed-ended questions related to students' preference for online learning platforms, platform usability, course quality, satisfaction level, and learning experience. This method helps in collecting firsthand, reliable, and relevant information from the respondents**.**

• Secondary Data

The secondary data for the study is collected from books, journals, research articles, sources educational reports, institutional websites, magazines, and online related to online education and student learning behavior. These sources provide the theoretical background and supporting information required to understand the study and frame the research inquiry.

iii.Area of the study

The study's focus is on Coimbatore City students' preferences for online learning environments. The goal of the study is to determine the elements such as platform usability, course quality, flexibility, and technological support that affect students' preferences. In order to better understand students' preferences, it also looks at their usage habits, satisfaction levels, and educational experiences. Based on student needs, the results will assist educational institutions and online learning providers in enhancing the efficacy of their platforms. Sampling size.

iv.Sample size

The sample size is 100 responders. Convenience sampling was chosen because it makes it simple for the researcher to get information from respondents who are willing and able to take part in the study. In order to ensure accurate analysis within the constraints of time and resources, a sample of one hundred students was chosen to represent the target population.

v.Period of study

November 2025 – January 2026

vi.Statistical tools of the study

- Simple percentage analysis
- Rank
- Average score

LIMITATIONS OF THE STUDY.

- The result is based on the sample which is collected using convenient sampling method
- The study is limited to a small sample size of 100 respondents, which may not fully 1

LITERATURE REVIEW

The study **"Digital Marketing And Student Enrollment In Online Learning Platforms"** by **Dr.M.P. Singh, Md. Sohrah (2025)**[1] The impact of digital marketing on branding and student enrollment in Indian higher education institutions was investigated by Sohrab and Singh (2025). According to the study, digital marketing strategies like social media marketing, SEO, online events, and digital content greatly improve the institution's brand image and have a favorable impact on student enrollment choices. The authors came to the conclusion that successful digital marketing raises brand awareness, increases student engagement, and helps universities draw in more students in a cutthroat learning environment.

The study **"Satisfaction and learning experience of students using online learning platforms for medical education"** by **Salifu Faithful Enyoojo, Chioma Edith Ijah, Ekom Monday Etukudo, Ibe Michael Usman (2024)**[2] students utilizing online learning platforms through a quantitative research, students' opinions of online learning were greatly impacted by socio demographic characteristics including gender and course of study. According to the survey, the majority of students expressed satisfaction with online learning environments and acknowledged how well they supported learning and provided course material. These results highlight the significance of creating platforms that accommodate learners' requirements and preferences by indicating a strong correlation between students' happiness and the perceived quality and usefulness of online platforms undergraduate students utilizing online learning platforms through a quantitative research, students' opinions of online learning were greatly impacted by socio demographic characteristics including gender and course of study.

The study of **"Student's online learning experience on their satisfaction during the COVID-19 pandemic"** by **Xinchao Li, Flavian Adhiambo Odhiambo & Dickson K. Wiredu-Ocansey (2023)**[3] The mediating role of preference investigated how students' online learning experiences affected their level of satisfaction during the COVID-19 pandemic, with a particular emphasis on the mediating function of preference. According to their research, students' satisfaction levels were strongly impacted by their preference for online learning environments. The relationship between the overall online learning experience and satisfaction outcomes was mediated by students with stronger positive preferences, who also reported higher levels of satisfaction. This suggests that comprehending student preferences is essential for creating successful online learning environments since preferences boost engagement and perceived learning quality in addition to increasing satisfaction.

The study **"Impact of digital marketing in promoting student enrollment ratio in private universities: Changing patterns of higher education marketing"** by **Dr. Indrajith ghosal, Bikram Prasad, Dr.Kulvinder kaur (2020)**[4] investigated how digital marketing affected private university enrollment ratios. According to their research, third-party education portals, social media marketing, search engine optimization, website content, and video ads all have a big impact on students' enrollment choices. Effective use of digital marketing increases institutional visibility, raises student awareness, and helps raise the gross enrollment ratio in higher education, according to the research.

DATA ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE ANALYSIS
TABLE 1.1
DEMOGRAPHIC CATEGORY OF THE RESPONDENTS

DEMOGRAPHIC CATEGORY	SUB-CATEGORY	PERCENTAGE(%)
Gender	Male	47
	Female	53
	Others	0
Age Groups	Below 18 years	2
	18-22 years	54

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	23 – 27 years	44
	28- 35 years	0
Qualification	Higher Secondary	2
	Postgraduate	48
	Diploma	2
	Undergraduate	46
	Others	2
Current Status	Student	32
	Professional	26
	Self-employee	30
	Homemaker	10
	Unemployed	2
Area	Urban	41
	Semi-Urban	51
	Rural	8

Interpretation

The above Table 1.1 Shows that, the demographic profile, there are more women (53%) than men (47%). The majority of responders are young, with 54% of them being between the ages of 18 and 22 and 44% being between the ages of 23 and 27. The sample is highly educated, with postgraduates making up the largest group (48%) and undergraduates coming in second (46%). Students make up the majority (32%) in terms of present status, followed by professionals (26%) and self-employed people (30%). The majority of responders (51%) are from semi-urban areas, followed by metropolitan areas (41%), and there is very little representation from rural areas (8%).
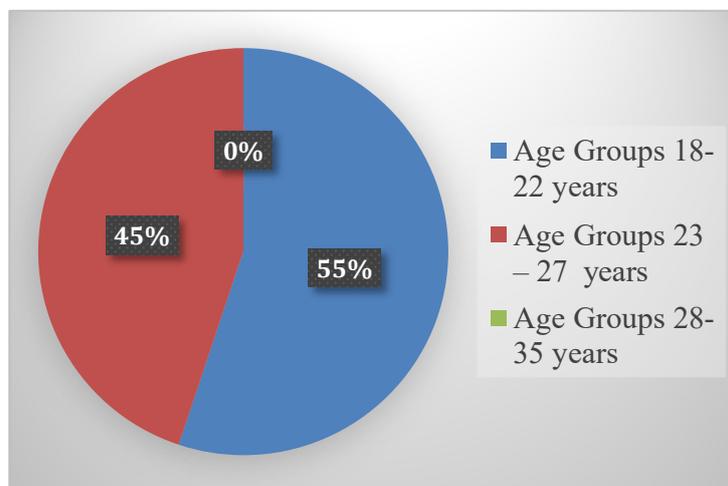
CHART 1.1

TABLE 1.2

FACTORS INFLUENCING ON ONLINE LEARNING PLATFORMS

| Factors	No. of Respondents	Rank
Course Quality	20	I.
Affordable Fees	12	II.
Certification Value	10	III.
Brand Reputation	8	IV.
User-Friendly Interface	6	V.
Technical Support	4	VI.

INTERPRETATION

The above Table 1.2 shows that Course Quality is ranked first (Rank I) as the most influential factor for students while choosing an online learning platform. Affordable Fees are ranked second (Rank II), indicating that cost plays an important role in student preference. Certification Value is ranked third (Rank III), showing a moderate influence on platform selection. Brand Reputation is ranked fourth (Rank IV), implying that it is less significant compared to course quality and affordability

AVERAGE SCORE ANALYSIS

TABLE 1.3
STUDENT SATISFACTION TOWARDS ONLINE LEARNING PLATFORMS

Brand Name	Very High satisfaction	High satisfaction	Neutral	Dis satisfaction	High Dissatisfaction
COURSERA	48	32	12	5	3
BYJU'S	35	30	20	10	5
SWAYAM	15	20	30	22	13
SKILL SHARE	22	26	27	17	8
KHAN ACADEMY	45	35	10	6	4

CHART 1.3
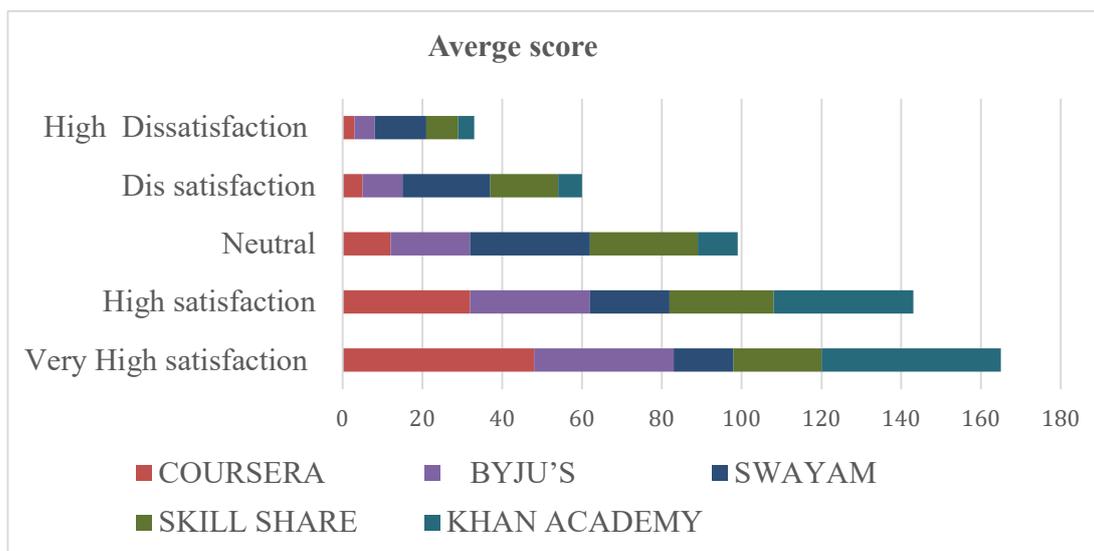
INTERPRETATION

The majority of respondents show Very High Satisfaction with Coursera (48) and Khan Academy (45), indicating these platforms are the most preferred. BYJU'S also records a higher concentration in High Satisfaction (30) and Very High Satisfaction (35), reflecting a positive user experience. In contrast, SWAYAM and Skillshare have a majority of respondents in the Neutral to Dissatisfaction categories, showing comparatively lower satisfaction levels. Overall, the majority satisfaction is highest for Coursera and Khan Academy.

FINDINGS

- According to the demographic data, 66% of the respondents are between the ages of 18 and 30, and 54% are undergraduate students, indicating that online learning platforms are mainly preferred by young learners pursuing higher education.
- The majority of respondents (60**%**) belong to urban areas, showing that online learning platform usage is higher among city-based students.
- Most of the respondents (34**%**) use online learning platforms on a weekly basis, making it the most common frequency of usage.
- Based on factor analysis, course quality (40%) is the most influential factor affecting student preference and is ranked first (Rank I), indicating that students give high importance to content quality.
- The findings also reveal that male respondents (56%) slightly outnumber female respondents (44%), indicating a marginally higher usage of online learning platforms among male students.

SUGGESTIONS

- Online learning platforms should increase their presence   increase student satisfaction and learning outcomes, online learning platforms should consistently improve course quality by guaranteeing current content, knowledgeable instructors, and useful learning resources.
- To increase student engagement and the overall learning experience, educational institutions and platform providers should prioritize user-friendly interfaces and seamless navigation.
- Platforms should provide self-paced learning options, recorded lectures, and flexible schedules to accommodate a range of student needs since flexibility is a major preference.
- Platforms can offer cost-effective plans, student discounts, or value-based subscription models to draw in budget-conscious students, even though pricing might not be the main consideration.

- In order to boost student trust and platform preference, online learning providers should collaborate with reputable organizations and employers to bolster certification value and industry recognition.

CONCULUSION

This study comes to the conclusion that because of their accessibility, affordability, and flexibility, online learning platforms have become an essential part of education. The results show that enrollment campaigns and digital marketing initiatives greatly raise student awareness and have a favorable impact on enrollment choices. At the chosen level of significance, the chi-square analysis verifies a statistically significant correlation between student enrollment behavior and awareness of enrollment campaigns. The majority of students have positive opinions about online learning environments, which reflects their acceptance and confidence in digital learning. Higher satisfaction levels are associated with improved engagement and recurring usage. Enrollment rates and the long-term expansion of online learning platforms can therefore be further strengthened by ongoing improvements in course quality, user experience, and marketing tactics.

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