

“Impact of Consumer Awareness on Engagement and Career Outcomes in Emerging EdTech Platforms: A Case Study of Intern Stump”

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Abstract

Consumer awareness plays a significant role in influencing user engagement and career success on Educational Technology (EdTech) platforms. According to marketing expert Philip Kotler, marketing is not merely about promoting products or services but about creating, communicating, and delivering value to consumers. In the context of EdTech platforms, consumer awareness enables users to understand the benefits, features, and opportunities offered by these platforms, thereby encouraging active participation and better utilization of available resources.

The present study examines the impact of consumer awareness on engagement and career success among users of the Intern Stump platform. The research seeks to understand how awareness is created, the factors influencing user participation, and the extent to which awareness contributes to career-related outcomes. Primary data were collected from 145 respondents through a structured survey. The analysis focused on identifying the major sources of awareness, user engagement patterns, and challenges faced by platform users.

The findings reveal that institutional tie-ups with colleges and educational institutions serve as the most influential source of awareness. Users who became aware of the platform through institutional collaborations demonstrated higher levels of engagement, including participation in internships, skill-development programs, workshops, and career-oriented activities. Increased engagement was found to positively contribute to career success by enhancing employability skills, professional networking opportunities, practical knowledge, and job readiness.

The study also highlights certain challenges that hinder effective platform utilization. Lack of awareness regarding available opportunities and scheduling conflicts between academic commitments and platform

activities emerged as the most significant barriers faced by users. These challenges limit participation and reduce the potential benefits that users can derive from the platform.

Overall, the research concludes that consumer awareness is a critical factor in driving user engagement and achieving positive career outcomes on EdTech platforms. Strengthening awareness initiatives through institutional partnerships, targeted marketing campaigns, and improved communication strategies can enhance user participation and maximize career development opportunities. The findings provide valuable insights for EdTech companies, educational institutions, and policymakers seeking to improve student engagement and career success through digital learning and internship platforms.

Key Words:

Consumer Awareness, EdTech Platforms, User Engagement, Career Prospects, E-Learning, Case Study.

1. Introduction

The increasing popularity of technology and advancements in information technology systems has revolutionized the domain of education by creating an ecosystem that is highly competitive in nature. In countries such as India, where the growth rate of technology is very high, EdTech platforms play a vital role in connecting academics with industry needs. Nevertheless, in spite of the existence of various online learning platforms, the success of such platforms is greatly impacted by consumer awareness levels.

The role of consumer awareness becomes highly significant in the EdTech industry because of the abstractness of services offered, wherein consumers cannot assess the quality of the product before enrolling. As per Philip Kotler, the essence of marketing is about the creation of value and communication of value, indicating that consumer awareness is crucial for making proper judgments. This means that at times, learners have to depend on incomplete and misleading information from friends, universities, and social media platforms.

The focus of the current study is on a new-age educational technology provider called Intern Stump, which works largely in Tier II and III locations and provides skill-based learning programs, internships, and career enhancement courses. Such educational technology companies form part of the increasing group of localized EdTech service providers who strive to provide their consumers with learning opportunities at affordable rates. Nonetheless, for any success in such ventures, there must be adequate awareness of the products and effective communication of their benefits.

Consumer awareness and engagement play important roles in determining career outcomes. The current study aims to explore this relationship through a case study approach by studying user response patterns in order to determine how awareness can influence satisfaction and employability.

perceptions. The research case can be considered representative, allowing one to draw general conclusions about the experience of introducing innovative platforms in developing countries.

2. Literature Review

Customer awareness is widely recognized as a critical factor influencing consumer behavior and decision-making. According to Philip Kotler and Keller (2012), awareness serves as the initial stage in the consumer decision-making process, as consumers must first recognize and understand a product or service before evaluating its benefits. In the EdTech sector, where services are intangible and outcomes are realized over time, consumer awareness becomes particularly important.

Keller (2013) highlighted that strong brand awareness reduces perceived risk and increases consumer confidence in adopting a product or service. When consumers are familiar with a platform and its offerings, they are more likely to engage with it actively. Similarly, Aaker (2014) emphasized that brand awareness contributes significantly to brand equity by enhancing consumer trust, loyalty, and perceived value.

Schiffman and Kanuk (2010) argued that consumer awareness is shaped by psychological, social, and cultural influences. In the digital era, social media platforms, peer recommendations, online reviews, and influencer marketing have become important sources of information that affect consumer awareness and purchasing decisions. These factors are especially relevant in the EdTech industry, where students often rely on peer experiences and online testimonials before enrolling in courses or internships.

Rajagopal (2016) observed that in emerging economies, educational institutions and peer networks play a significant role in spreading awareness about educational and career development opportunities. Institutional partnerships often enhance credibility and facilitate access to information among students.

According to Rogers (2003), the Diffusion of Innovation Theory suggests that awareness is the first stage in the adoption of any innovation. Consumers become aware of an innovation before developing interest, evaluating alternatives, and eventually adopting it. This theory is highly applicable to EdTech platforms, where awareness campaigns can significantly influence user adoption and continued participation.

Venkatesh et al. (2012), through the Unified Theory of Acceptance and Use of Technology (UTAUT), demonstrated that awareness and knowledge about technology positively influence user acceptance and engagement. Users who understand the benefits and functionalities of a digital platform are more likely to use it regularly and derive value from it.

Research by Sun et al. (2008) found that learner satisfaction and participation in online learning environments are positively associated with the quality of information available to users. Adequate awareness regarding course content, learning outcomes, and career benefits contributes to higher engagement levels and improved learning experiences.

Alraimi, Zo, and Ciganek (2015) examined online learning platforms and found that perceived usefulness and awareness significantly influence continued usage intentions. Users who clearly understand the value proposition of a platform tend to remain engaged and actively participate in learning activities.

Studies by Kahu (2013) on student engagement suggest that awareness of academic and career-related opportunities enhances behavioral, emotional, and cognitive engagement. Students who are informed about available resources are more likely to participate in internships, workshops, certification programs, and networking activities that contribute to career development.

Furthermore, employability researchers such as **Yorke (2006)** argue that career success is strongly influenced by the acquisition of skills, knowledge, and practical experience. EdTech platforms that effectively communicate these benefits can encourage greater student participation, ultimately improving employability outcomes. Awareness regarding internships, industry projects, and skill-development opportunities helps students make informed career decisions and increases their readiness for the job market.

Despite the growing importance of consumer awareness in digital education, limited research has examined its direct relationship with user engagement and career success. Most existing studies focus on technology adoption, online learning satisfaction, or brand awareness independently. Therefore, there remains a research gap regarding how consumer awareness influences engagement levels and employment outcomes among EdTech platform users. The present study seeks to address this gap by examining the role of consumer awareness in enhancing engagement and career success among users of the Intern Stump platform.

3. Research Methodology

Research Design

The present study adopts a **descriptive research design** to examine the impact of consumer awareness on user engagement and perceived career success in emerging EdTech platforms. Descriptive research is appropriate for understanding consumer behavior, identifying patterns of awareness, and analyzing the relationship between awareness, engagement, and career-related outcomes. In addition, a **case study approach** was employed by selecting **Intern Stump**, an emerging EdTech platform, as the focal point of the study. This approach enabled an in-depth examination of user experiences, awareness sources, engagement levels, and perceived career benefits associated with the platform.

Data Collection

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

- **Primary Data:** Primary data were collected through a structured questionnaire administered to users who had interacted with the Intern Stump platform. The questionnaire included questions related to demographic characteristics, sources of awareness, level of engagement, satisfaction, challenges faced, and perceived career outcomes.
- **Secondary Data:** Secondary data were gathered from books, research journals, articles, websites, company reports, and other published materials related to consumer awareness, digital marketing, EdTech platforms, student engagement, and employability.

The combination of primary and secondary data helped provide a comprehensive understanding of the research problem.

Sample Design

The target population for the study consisted of users of the Intern Stump platform, particularly students and young professionals seeking educational and career development opportunities. A sample of **145 respondents** was selected using the **simple random sampling technique**, ensuring that every individual in the target population had an equal chance of being included in the study.

The majority of respondents were students, as they represent the primary user group of EdTech platforms. The sample was considered suitable for analyzing awareness levels, engagement patterns, and perceived career benefits among platform users.

Tools and Techniques Used

The collected data were processed, classified, and analyzed using various statistical tools and techniques.

1. **Percentage Analysis:** Used to summarize and interpret respondent characteristics and responses.
2. **Tables and Charts:** Employed for graphical representation and easy understanding of the data.
3. **Descriptive Statistics:** Used to analyze awareness levels, engagement patterns, satisfaction levels, and challenges faced by users.
4. **Chi-Square Test:** Applied to determine the relationship between consumer awareness and user engagement, thereby testing the study hypothesis.
5. **Data Interpretation:** Findings were interpreted to identify key trends, patterns, and implications for EdTech platforms.

Scope of the Study

The scope of the study is focused on understanding the role of consumer awareness in influencing engagement and career success among users of emerging EdTech platforms. Specifically, the research:

- Examines the sources of consumer awareness regarding the Intern Stump platform.
- Studies the relationship between awareness and user engagement.
- Evaluates the perceived career benefits gained through platform participation.
- Identifies challenges that affect user involvement and participation.
- Provides recommendations for improving awareness-generation strategies and user engagement practices.

Limitations of the Study

Despite providing valuable insights, the study is subject to certain limitations:

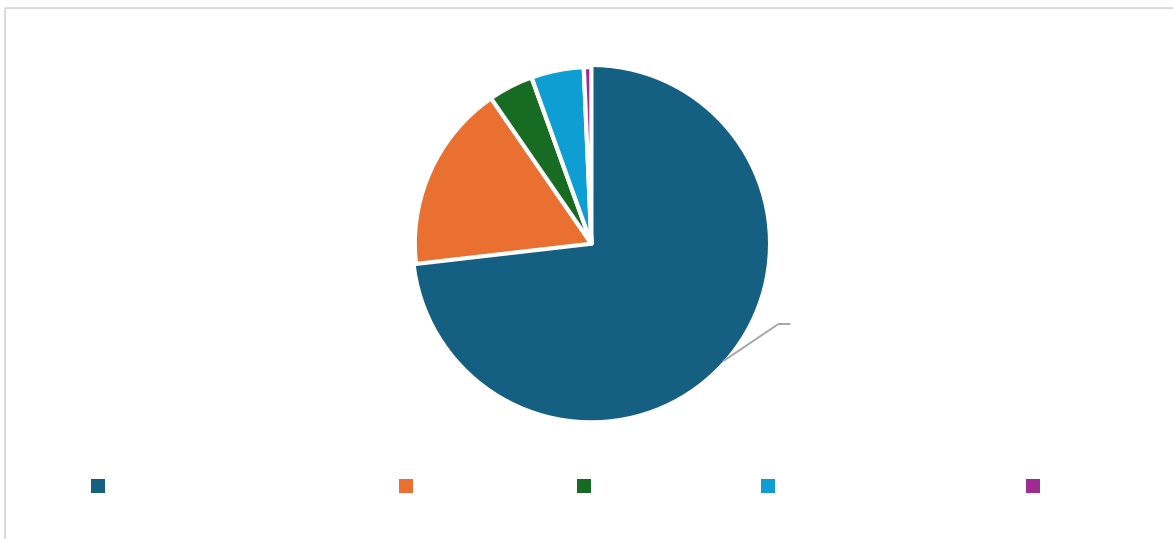
1. The research is limited to the users of a single EdTech platform, namely Intern Stump, which may restrict the generalizability of the findings.
2. The geographical coverage of the study is limited and may not represent all regions or user groups.
3. The sample size of 145 respondents may not fully capture the diversity of the broader EdTech user population.
4. The study relies on self-reported responses, which may be influenced by personal perceptions and biases.
5. The data collection period was limited, and therefore the findings represent user opinions during a specific timeframe.
6. External factors influencing engagement and career outcomes may not have been fully captured.

within the scope of the research.

Overall, the methodology adopted in this study provides a systematic framework for analyzing the influence of consumer awareness on engagement and career success in emerging EdTech platforms while acknowledging the limitations inherent in the research process.

4. Data Analysis

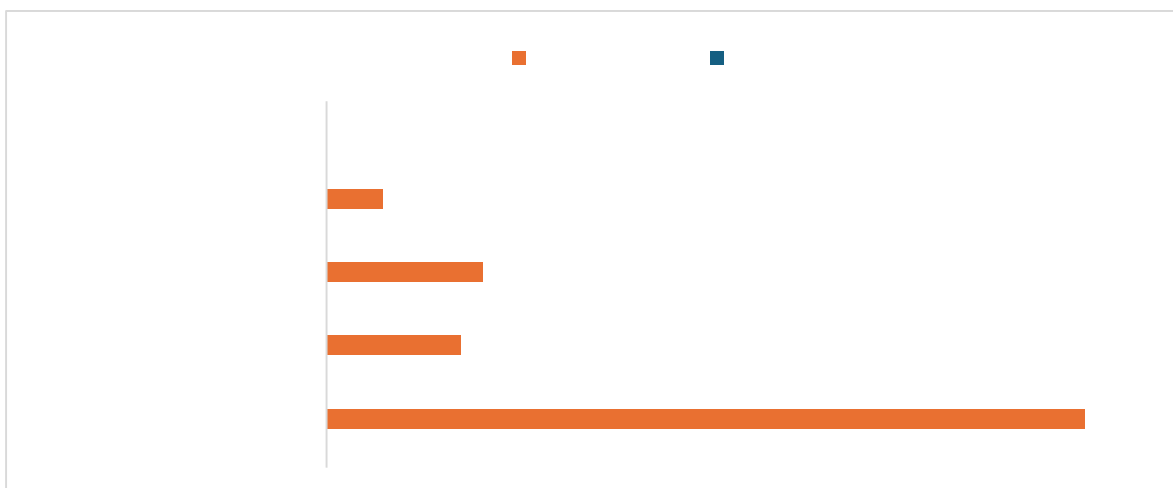
Figure:1 Represents Source of Awareness



Interpretation:

According to the results, the platform has been known to more than two-thirds (73.1%) of the respondents through colleges or partnerships, while social media accounted for only 17.2%. Sources like peer recommendations and the platform's website were insignificant. Hence, it can be observed that institutions play an instrumental role in creating awareness, thus outperforming other methods of outreach.

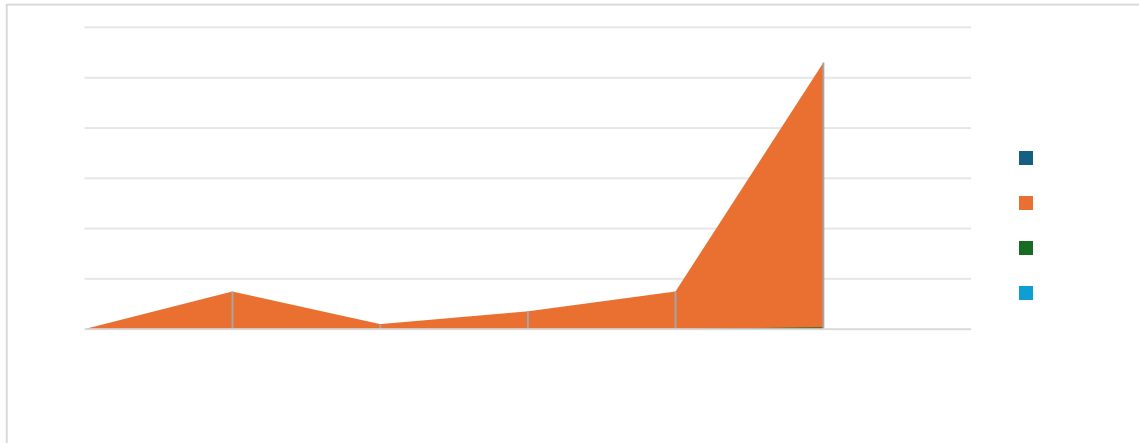
Figure :2 Barriers to Participation



Interpretation:

The results imply that the major reason for non-participation is attributed to time and place conflicts, which account for 73.8% of all the participants. Cost-related issues and level mismatch, on the other hand, account for 13.1% and 15.2%, respectively. It can be seen that a very small number of people, 5.5%, regard their lack of knowledge about the program as an obstacle to participation.

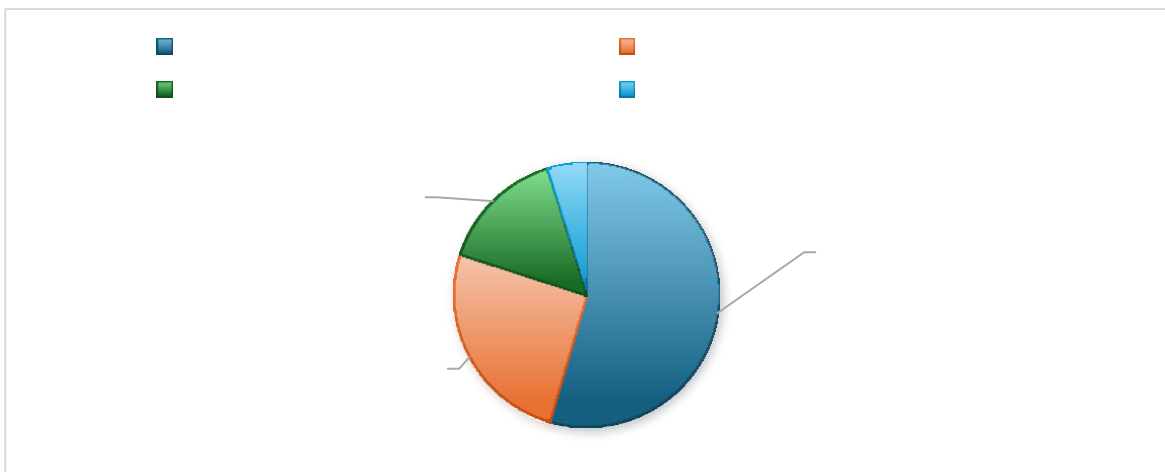
Figure 3: Satisfaction Level



Interpretation:

The majority of participants (73.1%) responded with the highest possible rating (5), implying high satisfaction with the platform. It can be observed that only a minority of users gave low ratings, pointing to an insignificant level of dissatisfaction with the platform.

Figure 4: Engagement in Programs

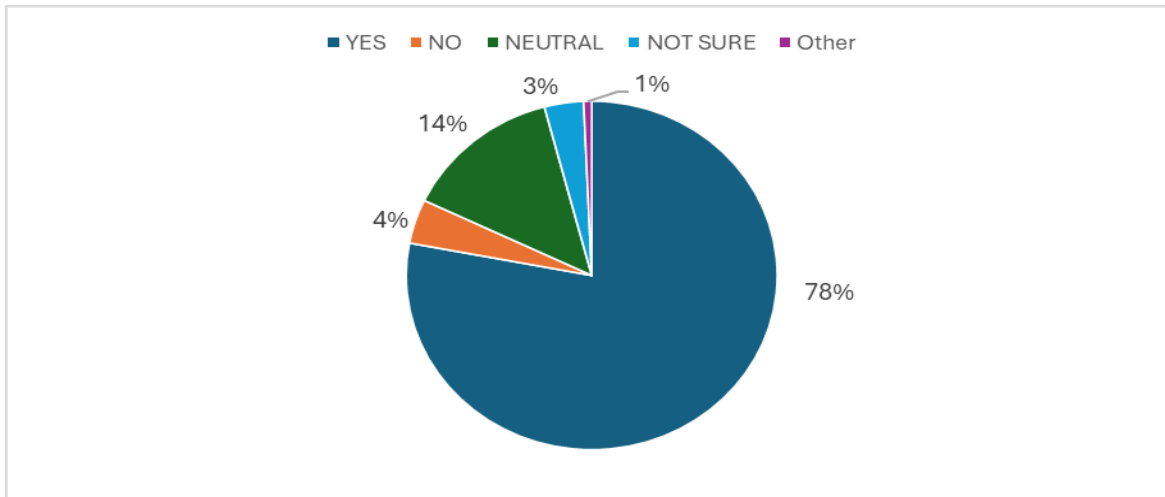


Interpretation:

From the above results, it can be observed that a significant number of users (54.5%) used the site via workshops/bootcamps, while a further number (25.5%) gained access through certification programs and mock interviews (15.2%). The smallest percentage (4.8%) did not interact at all with the site. This

suggests a moderate-high level of user engagement.

Figure 5: Career Impact



Interpretation:

The results indicate that a significant majority of respondents (77.9%) perceived that the platform added value to their career development, while only a small proportion reported negative or uncertain responses. This suggests that the platform is effective in enhancing employability and providing meaningful learning outcomes for users.

Statistical Analysis

Relationship between Awareness and Engagement Hypothesis:

- H₀ (Null Hypothesis)
There is no relationship between awareness and engagement.
- H₁ (Alternative Hypothesis):
There is a significant relationship between awareness and engagement.

Chi-Square Calculation

The Chi-square value was calculated using the standard formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

The computed value ($\chi^2 = 12.45$) with a p-value of 0.014 indicates statistical significance at the 5% level.

A Chi-square test was conducted to examine the relationship between consumer awareness and engagement in platform activities. The results indicate that there is a significant association between awareness levels and user participation.

TEST STATISTIC	VALUE
Chi-square (χ^2)	12.45
Degrees of Freedom (df)	4
p-value	0.014

Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that there is a statistically significant relationship between consumer awareness and engagement.

Interpretation:

The results suggest that higher levels of awareness significantly influence user participation, supporting the study’s objective that awareness plays a key role in driving engagement.

5. Discussion

The findings of this study demonstrate that consumer awareness plays a significant role in influencing user engagement and career outcomes on emerging EdTech platforms. The results indicate that institutional partnerships are the primary source of awareness among users, highlighting the effectiveness of formal communication channels such as college collaborations, academic networks, and campus outreach programs. Compared to social media and other online promotional methods, institutional tie-ups provide greater credibility and trust, encouraging students to explore and utilize platform offerings.

The Chi-square analysis confirms a statistically significant relationship between consumer awareness and user engagement, supporting the study’s hypothesis. Participants who were more aware of the platform’s features, opportunities, and benefits exhibited higher levels of participation and interaction. Increased awareness was associated with more frequent platform usage, greater satisfaction with services, and a stronger willingness to engage in internships, training programs, and skill-development activities.

The study further reveals that career-related benefits are an important outcome of platform engagement. Respondents perceived opportunities for skill acquisition, practical learning, industry exposure, and professional networking as valuable contributors to their employability and career growth. These findings suggest that awareness not only drives participation but also enables users to derive meaningful career advantages from EdTech platforms.

However, despite the positive impact of awareness, certain challenges continue to affect user involvement. Time constraints and scheduling conflicts emerged as the most significant barriers, as many students struggle to balance academic responsibilities with platform activities. In addition,

insufficient information about available opportunities may limit the ability of some users to fully benefit from the platform. Therefore, EdTech providers should focus on improving communication strategies, offering flexible schedules, and enhancing user support systems to maximize engagement and career outcomes

6. Conclusion

This study concludes that consumer awareness is a critical factor in enhancing engagement and career success among users of EdTech platforms. Higher levels of awareness contribute to increased participation, greater user satisfaction, and more effective utilization of platform resources. Users who are well informed about available opportunities are more likely to engage actively and derive substantial value from the platform.

The findings reveal that institutional channels are the most effective means of creating awareness, demonstrating the importance of partnerships between EdTech platforms and educational institutions. Furthermore, opportunities that emphasize practical application of knowledge, such as internships, projects, and skill-development programs, play a vital role in improving employability and career readiness.

Although the platform offers significant benefits, operational challenges such as time constraints and scheduling conflicts continue to hinder participation. Addressing these barriers through flexible program structures, better communication, and targeted awareness campaigns can further enhance user engagement.

Overall, this study provides valuable insights for EdTech providers, educational institutions, and policymakers. By strengthening awareness-generation strategies and creating a more accessible learning environment, EdTech platforms can increase consumer participation, improve learning outcomes, and contribute to the long-term career development of their users.

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