

A Study on Customer Awareness And Satisfaction Towards E-Learning Apps

Dr. R. Sridevi¹, Mr. K. Kishor Kumar²

^{1, 2}Dept of B.Com PA

^{1, 2}Sri Ramakrishna College of Arts & Science.

Abstract- In a web-based learning environment, interactivity has been referred to as the most important element for successful e-learning. This article presents the production cycle of an interactive medical device, namely a virtual 3D electroencephalogram, and the study conducted to measure the students' satisfaction of the learning application based on Kano's quality model. The web-based interactive learning application introduces unique elements of interactivity with the learning content, specifically designed to train biomedical engineering students at the use of the medical device. The results of a post-deployment student survey suggest that the visual and interactive features embedded in the application have the potential to induce positive satisfaction of users.

Keywords- Virtual 3D, E-Learning, Positive Satisfaction.

I. INTRODUCTION

This project studies about the customer awareness and satisfaction towards the online E-Learning apps such as Byju's, Duolingo, Udemy, Vedantu, LinkedIn learning, etc. The E-Learning apps play a supportive and also a main role in students' study life and also for the adults those who want to enrich their knowledge through learning. During the lockdown all the universities had been closed which made the studies of the students to be dull. But these online apps helped the students to be on touch and also cleared many of the doubts that arise in them. E-learning apps contain many of the subjects, topics, contents and also give solutions instantly to the questions asked to them. E-learning apps help the students to gain additional knowledge and also clear the doubts they have.

OBJECTIVES

- To find out whether the users are satisfied by using E-Learning apps.
- To analyze the level of understandability of the materials
- To examine the suitability of using the app
- To know the material efficiency and worth of price.

STATEMENT OF THE PROBLEM

E-learning apps have been reached many children and also the others who need to gain more knowledge but the case is does the users face any issues, are the materials in the apps adequate and satisfactory, does the materials are detail and elaborate. To find out these, this project was made and the suggestions were asked among the E-learning app users within the Coimbatore city.

II. REVIEW OF LITERATURE

- Alonso, Fernando, et al. "An Instructional Model for Web Based E-Learning Education with a Blended Learning Process Approach." British Journal of Educational Technology
- Arthur, Winfred, et al. "Effectiveness of Training in Organizations: A Meta-Analysis of Design and Evaluation Features." Journal of Applied Psychology
- Davis, Hugh C., and Karen Fill. "Embedding Blended Learning in a University's Teaching Culture: Experiences and Reflections."
- El-Seoud, Samir Abou, et al. "E-Learning and Students' Motivation: A Research Study the Effect of E-Learning on Higher Education."
- Fearon, Colm, et al. "Value of Blended Learning in University and the Workplace: Some Experiences of University Students."
- Gillett-Swan, Jenna. "The Challenges of Online Learning Supporting and Engaging the Isolated Learner."
- Goel, Anubha. "Different Types of e-Learning and What Suits Me Best." GC-Solutions, they were very confident results about the users of E-learning apps from which they get most positive responses.

III. METHODOLOGY

This study is descriptive and analytical.

Sources of Data:

The study is based on both primary and secondary data.

Primary Data:

Primary data is the information collected directly from the respondents. It is first-hand information. Primary data is collected from customers who use e-learning apps through structured questionnaires.

Secondary Data:

Secondary data are data that have already been collected by someone. Secondary data is composed of Experiments or Surveys, Books, Journals, Websites, and Newspapers.

Sampling Design:

The population of the study is e-learning app users. A simple random sampling technique is used.

Sample Size:

The size of the sample for the study is 120 respondents.

Geographical Area of the Study:

The vicinity of the study is limited to Coimbatore city only.

Period of the Study:

The period of the study is 2021-2022.

IV. ANALYSIS & INTERPRETATION**Table 1**

Gender		
	No. of Respondents	Percentage
Male	77	64.2 %
Female	43	35.8 %
Total	120	100

Source: Primary data.

Interpretation:

Out of 120 total responses 64.2 percent of them were male and remaining 35.8 percent were female.

Table 2

Age category		
	No. of Respondents	Percentage
18 – 21	78	65 %
22 - 25	27	22.5%
26 – 29	15	12.5%
Total	120	100

Source: Primary data.

Interpretation:

65% respondents belong to the age category of 18 – 21 and 22.5% were of 22 – 25 and 12.5% from 26 - 29.

Table 3

Occupation		
	No. of Respondents	Percentage
Private sector	30	25 %
Student	85	70.8 %
Unemployed	5	4.2%
Total	120	100

Source: Primary data.

Interpretation:

25% of the private sector employees and 70.8% students were responded. And also 4.2% of them were unemployed.

Table 4

Monthly income		
	No. of Respondents	Percentage
Below 10000	8	6.6 %
10,000 - 20,000	10	8.33%
20,000 - 30,000	15	12.5 %
30,000 +	21	17.5%
Not a income earner	66	55%
Total	120	100

Source: Primary data.

Interpretation:

Majority of them were not an income earner (55 %) and other 17.5 % of them earns more than Rs.30,000 and other income were ranged to Rs.20,000- Rs.30,000.

Table 5

Marital status		
	No. of Respondents	Percentage
Married	5	4.2%
Unmarried	115	95.8%
Total	120	100

Source: Primary data.

Interpretation:

Majority of them were unmarried that is to 95.8% respondents and 4.2% of them only married.

Table 6

App you use		
	No. of Respondents	Percentage
Byjus	12	10%
Udemy	81	67.5 %
Vedantu	27	22.5%
Total	120	100

Source: Primary data.

Interpretation:

They were classified according to the app’s users. Majority of 67.5% people were using udemy,22.5% for vedantu and other 10% of them uses byjus.

Table 7

Convenience of the app		
	No. of Respondents	Percentage
Agree	37	35.8%
Neutral	72	60 %
Disagree	11	9.2%
Total	120	100

Source: Primary data.

Interpretation:

60% of them said that the apps user convenience is fair and 35.8% of the were very satisfied and remaining 9.2% were not that much satisfied.

Table 8

Price of the app		
	No. of Respondents	Percentage
Very high	9	7.5%
High	70	58.3%
Average	37	30.8%
Low	4	3.4%
Total	120	100

Source: Primary data.

Interpretation:

Nearly 58.3% of the total respondents said that the price was high and 7.5% said very high which makes a huge difference than only 3.4% said it as low and remaining 30.8% stated it as an average price.

Table 9

Worth for money		
	No. of Respondents	Percentage
Yes	101	84.1%
No	19	15.9%
Total	120	100

Source: Primary data.

Interpretation:

84.1% respondents said it will be worth to the money paid but 15.9% of them disagreed it.

Table 10

Why you prefer E-learning app		
	No. of Respondents	Percentage
To gain knowledge about subject	44	36.6%
To clear doubts	56	46.6%
To learn something new	20	16.8%
Total	120	100

Source: Primary data.

Interpretation:

46.6% of the respondents use this apps to clear their doubts and 36.6% of them to gain more knowledge and 16.8% of them to learn new subjects.

Table 11

Will you suggest the app for your friend		
	No. of Respondents	Percentage
Yes	58	48.3%
No	21	17.5%
If they needed	41	34.2%
Total	120	100

Source: Primary data.

Interpretation:

48.3% of majority respondents said that they will suggest to their friends and 17.5% said no and also 34.2% said if they needed which also means they may suggest.

Table 12

Material availability		
	No. of Respondents	Percentage
Adequate	27	22.5%
Not much available	83	69.2%
Got whatever I needed	10	8.3%
Total	120	100

Source: Primary data.

Interpretation:

22.5% respondents said that the materials were adequate to their extent but 69.2% of the said that not much resources available and 8.3% of them were satisfied to their needs.

Table 13

How often you use the app		
	No. of Respondents	Percentage
Rarely	24	20%
Daily	59	49.2%
Weekly once	30	25%
During exams	7	5.8%
Total	120	100

Source: Primary data.

Interpretation:

49.2% of the respondents use these apps daily and 25% of them use this weekly 20% of them uses rarely and also 5.8% of the respondents use only for exams.

V. FINDINGS

- From the total respondents 75% of them said that they prefer byjus.
- 25% of the remaining respondents said that they prefer Vedantu.
- Another 42% of the respondents chose that they are very much comfortable using the E-Learning apps
- The remaining 58% of the respondents chose they are not that much comfortable because of the less materials
- The respondents were very satisfied says the 79% of the responses
- And the 21% of responses shows an average level of responses.

VI. SUGGESTIONS

The classroom environment will help the student to grow in all ways, and this is a great opportunity for those who should keep the education continue and make knowledge which gains from the classroom environment. Support for offline content is must-have for E-learning apps. This feature allows the users to download the course content and access it at their convenience. So, the learners won't have to worry about connectivity issues, slow loading, and excessive battery consumption, which helps them focus on what really matters-learning.

VII. CONCLUSION

The study is confined only to Coimbatore city. The opinion and satisfaction level of E-learning app usage does not remain the same in the minds of consumers for a long duration. E-learning Depends on technology because not all people have stable internet access and computers that are powerful enough to support online streaming. This project studies about the customer awareness and satisfaction towards the online E-Learning apps such as Byju's, Duolingo, Udemy, Vedantu, LinkedIn learning, etc. The E-Learning apps plays an supportive and also a main role in students study life and also for the adults those who wants to enrich their knowledge through learning. During the lockdown all the universities have been closed which made the studies of the students to be dull.

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