

# Perception of Students And Their Satisfaction Level Towards Usage of Byju's App With Reference To Coimbatore City

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**Abstract-** Online learning has become a trend in education nowadays and is becoming an important part of our education system. Due to widespread of internet access by people online learning is seeing a massive growth, and there are many educational apps that are been developed for this purpose. This paper explores the students preference towards Byju's learning app. The problem enacted from the concept is that whether the students are benefiting and understanding the concept of the app based learning. This study was analyzed with 121 respondents. Simple percentage method and rank analysis method were used for this study. The conclusion is the students strongly prefer the app based learning. Their preference has determined by the flexibility in using Byju's app.

## I. INTRODUCTION

The way of teaching and learning has been continuously changing in the past few years. The teacher or faculty is not just content providers, they are now mentored and guided. Students need to develop critical thinking, analytical, and problem solving ability to enhance their knowledge. Learning through videos has been a great way to develop these skills and digital technology is playing a big role in creating and delivering such interactive videos. There has been a shift in demand in the learning experience, parents and students are more comfortable with online learning since it can be accessed from anywhere and anytime. As valuation touches \$8B, BYJU'S become the 3rd largest unicorn in India as of January 2020. BYJU'S is leading the Indian Ed-Tech industry by generating maximum revenue of around \$205M as of March 2019.

## STATEMENT OF THE PROBLEM:

Perception of students towards Byju's app and their satisfaction level can vary based on various factors. Some students may find the app user-friendly, while others may find complicated to use. Similarly, some students may find the content quality of the app to be excellent, while others may

find it lacking. The effectiveness of the app in helping students achieve their academic goals can also differ from one student to another. Moreover, the cost of Byju's app can also be a factor in the perception of students towards the app, with some students and parents considering it to be value for money, while others may find it expensive. Therefore, it is essential to conduct research to understand the perception of students towards Byju's app and their satisfaction level. This research can help to identify the strength and weakness of the app and provide insights into how it can be improved to cater the needs of its users.

## OBJECTIVES OF THE STUDY:

- To identify the satisfaction level of customers of BYJU'S learning app
- To know the performance and quality of BYJU'S learning app.
- To analyse the advertising strategies of BYJU'S learning app.

## II. REVIEW OF LITERATURE

1. Dr. Sangeeta Mukherjee (March 2020): The technological innovations that are adopted by are BYJU'S highly helpful to students to understand basic and complex concepts in a very short time. The BYJU'S App uses web-based learning, visual learning, and personalized learning which altogether provide an immersive learning experience to students. One of the findings is that the advertisement claims that the App makes an interactive learning experience. The premium subscription is a bit costly for the average earning Indian consumer.
2. Mohd Shoaib Ansari (2017): Learning applications are expanding among students. Found that portable learning applications can be extremely helpful in the advanced education condition. Moreover, the outcomes appeared

that the students have sufficient information and attention to utilize portable innovation and the Web in their instructive condition. Mobile App for learning is popular in higher education in India.

**RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying the research problems. It is necessary for the researcher to know, not only the research methods/techniques but also the methodology.

**COLLECTION OF DATA:**

**PRIMARY DATA:**

Primary data is data that is collected by the researcher from first-hand sources, using methods like survey, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data. Primary data was collected through interview personally administered questionnaire.

**SECONDARY DATA:**

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. Secondary data collected from internet sources.

**SAMPLE SIZE:**

This survey was conducted with a total sample size of 121 respondents.

**TOOLS USED:**

- Rank analysis
- Simple percentage

**III. DATA ANALYSIS AND INTERPRETATION**

**1) LEVEL OF ACCEPTANCE TOWARDS THE FACTORS OF BYJU’S APP**

S.NO	FACTORS	TOTAL NO OF RESPONDENTS WHO HIGHLY ACCEPT WITH THE FACTORS
1	It is a very useful app for education	25
2	Visual representation of topics makes studying easy	27

3	Knowledge provided by the app is very effective	26
4	Orientation exams provided by the app is very effective	27
5	Doubts are delivered in a timely manner	19
6	Tutors are knowledgeable about the subject they teach	32
7	BYJU’S App is very costly	10
8	Subscription of the app on the website accurately represent what they provide	19
9	BYJU’S app is a good substitute for Tuitions	18
10	Teachers teaching in BYJU’S app can be contacted	20
11	Artificial Intelligence makes education interesting	25
12	Learning tougher topics is made easier and simple in BYJU’S App	31

S.NO	FACTORS	RANK
1	Tutors are knowledgeable about the subject they teach	1
2	Learning tougher topics is made easier and simple in BYJU’S App	2
3	Visual representation of topics makes studying easy	3
4	Orientation exams provided by the app is very effective	3
5	Knowledge provided by the app is very effective	4
6	It is a very useful app for education	5
7	Artificial Intelligence makes education interesting	5
8	Teachers teaching in BYJU’S app can be contacted	6
9	Doubts are delivered in a timely manner	7
10	Subscription of the app on the website accurately represent what they provide	7
11	BYJU’S app is a good substitute for Tuitions	8
12	BYJU’S App is very costly	9

SOURCE: PRIMARY DATA

**INTERPRETATION:**

Rank analysis is particularly emphasized on highly accepted factors of byju’s learning app. Table shows that 32 respondents ranked the factor of tutors being knowledgeable about the subject they teach. 31 respondents strongly agree towards learning tougher topics made easier and simple in

byju’s app. 27 respondents believe that visual representation of topics makes studying easy and orientation exam provided by the app is very useful and effective. 26 respondents said that effective knowledge is provided by the app. 25 respondents ranked the factor of app is very useful for education and artificial intelligence makes education more interesting and easier. 20 respondents said that teacher’s teaching can be contacted in byju’s app. 19 respondents ranked the factor of subscription of the app on their website represent accurately what they provide and doubts are easily cleared in a timely manner. 18 respondents strongly believe that byju’s app is a good substitute for tuitions. 10 respondents said that byju’s app is very costly.

2) LEVEL OF SATISFACTION WITH THE FACTORS OF BYJUS LEARNING APP

S.NO	FACTORS	TOTAL NO OF RESPONDENTS WHO HIGHLY ACCE PT WITH THE FACTORS
1	Maintaining Customer Relationships	28
2	Quality of service	26
3	Quality of teachers	24
4	Availability of teachers	32

S.NO	FACTORS	RANK
1	Availability of teachers	1
2	Maintaining Customer Relationships	2
3	Quality of service	3
4	Quality of teachers	4

SOURCE: PRIMARY DATA

INTERPRETATION:

Rank analysis is particularly emphasized on highly satisfied factors of byju’s learning app. Table 4.22 shows that 32 respondents ranked the factor of availability of teachers. 28 respondents said that maintaining the customer relationship stronger. 26 respondents are highly satisfied with the quality of service factor. 24 respondents are highly satisfied with the quality of teachers.

3) SOURCE OF AWARENESS OF BYJU’S LEARNING APP

SOURCE	NO OF RESPONDENTS	PERCENTAGE
TV Ads	61	50.4%
Family and Friends	33	27.3%
Newspaper	26	21.5%
Others	1	0.8%
TOTAL	121	100%

SOURCE: PRIMARY DATA

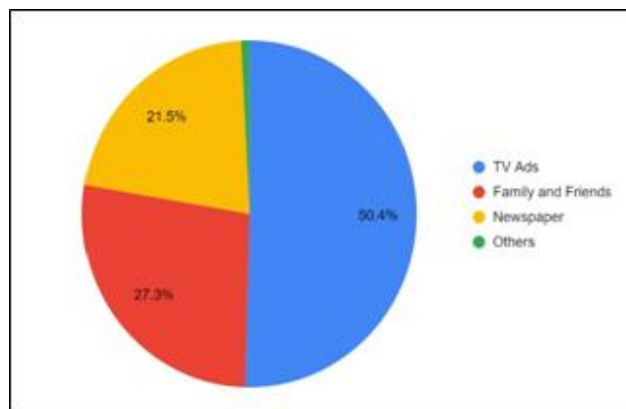
INTERPRETATION:

The above table shows that 50.4% of respondents are come to know about byju’s app with the help of the TV Ads. 27.3% of respondents are come to know about byju’s app SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 50.4% of respondents are come to know about byju’s app with the help of the TV Ads. 27.3% of respondents are come to know about byju’s app with the help of their family and friends. 21.5% of respondents are come to know about byju’s app with the help of the newspaper. 0.8% of respondents are come to know about byju’s app with the help of others.

Majority 50.4% of the respondents are come to know about byju’s app with the help of the TV Ads.



IV. FINDINGS

- Rank analysis is particularly emphasized on highly accepted factors of byju’s learning app. Table shows tutors being knowledgeable about the subject they teach factor has been ranked 1.

- Rank analysis is particularly emphasized on highly satisfied factors of byju's learning app. Table shows that factor of availability of teachers has been ranked 1.
- Majority 50.4% of the respondents are come to know about byju's app with the help of the TV Ads.

#### **SUGGESTIONS:**

- Quality of teachers: 19.8% of respondents were highly satisfied with the quality of teachers provided by byju's. The company should continue to focus on recruiting and retaining high-quality teachers to maintain its reputation and meet customer expectations.
- Quality of service: 21.4% of respondents were highly satisfied with the quality of service provided by byju's. The company should continue to invest in improving the quality of its services to meet customer expectations.

#### **VI. CONCLUSION**

This project helps the researcher to know about the perception of students and their satisfaction level towards usage of Byju's learning app. The Byju's app is known for its self placed learning experience by enabling the students crack down difficult concepts. The app uses a host of modern techniques like web- based learning, visual graphics, video-based instructions, etc, to provide an immersive learning experience. These innovations are highly helpful for the students to understand the basic concepts and enable them to prepare for exams. Most of them are satisfied with the knowledge provided by app, visual representation of topics, orientation exams conducted. They are also satisfied with the services provided by tutors. Byjus app is very useful for the studies and it makes studies in an interesting way. Byjus app is a good substitute for tuitions. From this project it is identified that, most of the students are satisfied with the subscription of Byjus learning app and agreed that the app is interactive, comfortable and effective.

#### **REFERENCES**

- [1] Dr. Sangeeta Mukherjee (March 2020): An Investigative Study On The Transformation From Traditional Learning To Technology-Based Personalized Learning, International journal of scientific & technology research volume 9.
- [2] Mohd Shoaib Ansari (January 2017): An Investigation of Effectiveness of Mobile Learning Apps in Higher Education in India, Researchgate.