

## “A study on consumer’s perception towards E-learning”

By

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### Abstract

Online learning allows educators to meet students who may not be able to participate in a traditional classroom curriculum and to assist students who prefer to work on their own time and at their own pace. E-Learning is a way to provide quick delivery of lessons. As compared to traditional classroom teaching method, this mode has relatively quick delivery cycles. E-Learning is cost effective as compared to traditional forms of learning. The use of distance learning and online degrees is widespread and growing rapidly in most fields. There are also an increasing number of schools and institutions that provide online learning. Students pursuing degrees online must exercise caution to ensure that their course work is completed in an accredited and certified agency.

**KEYWORDS** : consumer perception, buying behaviour, E-learning, Online learning

### **1. INTRODUCTION:**

A learning system based on formalised teaching but with the help of electronic resources is known as E-learning. While teaching can be based in or out of the classrooms, the use of computers and the Internet forms the major component of E-learning. E-learning can also be termed as a network enabled transfer of skills and knowledge, and the delivery of education is made to a large number of recipients at the same or different times. Earlier, it was not accepted wholeheartedly as it was assumed that this system lacked the human element required in learning.

## 2. REVIEW OF LITERATURE:

**A.Dasgupta and all (March 2021)** it reveals Exploring the impact of different factors on brand equity and intention to take up online courses from e-Learning platforms Understanding service branding from the customer perspective is helpful for various organizations to attain a competitive edge and build a strong customer base. This research work aims to evaluate the various dimensions and constructs that affect brand equity and user's willingness to undertake courses from various e-Learning providers. Data for the quantitative study was obtained using a questionnaire based survey. Analysis of the 378 responses reveals that consumer experience is a strong predictor of both brand meaning and customer satisfaction. Although brand meaning positively impacts brand equity, brand awareness demonstrates a negative effect on brand equity. However, brand equity and customer satisfaction have a significant and positive impact on intention to undertake courses from online learning platforms. The study concludes with discussion on different implications, shortcomings, and directions for future research.

**Vivek Agrawal and all (October 2016)** it reveals Assessment of factors for e- learning The growth of internet, cloud technology, and mobile usage in the present scenario has spread in every aspect of human life. The usage of e-learning (electronic- learning) has been stretching wings in every sector and creating many opportunities. The education market has significantly developed over the past few years and e-learning has emerged as a major contributor toward the development of the education sector. The purpose of this paper is to study the perception of students of different universities in Uttar Pradesh and National Capital Region (India) toward e-learning usage. With the help of exploratory factor analysis followed by confirmatory factor analysis, factors of e-learning were explored through a survey of 298 students involved in the e-learning process. Six factors were explored and validated. These six factors are: supportive factors, system quality, learners' perspective, instructor perspective, information quality, and service quality.

**Rohita Dwivedi (March 2017)** it reveals A Comparative Study of Customer Perception of Content for E-learning in India This paper has sought to examine the perception of content for an Indian customer. There was an exhaustive list of 28 points that emerged from literature review which seems to define the content of an e-learning site. The main contribution of this paper is that it attempts to find content that is significant for Indian customers. It also establishes the relationship between content

and immediate behaviour following content exposure such as intent to save information for future reference and customer engagement as expressed in intent to share information on social media. While e-commerce retailers are investing to ensure that customers have user-friendly interface across digital devices, this study reveals the perception of customers with a consistent experience across digital devices. This research also throws light on the relationship between demographic factors and customer perception on content.

**Naresh B, Dr.BhanuSree Reddy (June 2015)** it reveals Challenges and Opportunity of E-Learning Learning is the key for success and growth in the life of individual, it also suits for the organization and nation through which new technologies are learned and implemented. The e-learning makes learning easier and comfortable. The most of the e-learning activities are done in the workplace and their home. The developed countries view the development of e-learning is the responsibility of government and not only the responsibility of the concern institutions, UK has set-up a board called quality of assurance agency (QAA) as the code of practice for e-learning. According to the European university constitution, all universities have two major functions, one is teaching and other is research. The constitution defines the universities as, “they should preserve the traditional knowledge, and they should transfer it to the upcoming generations”. They should assess and expand the knowledge through research process (Katsikas,2006). E-learning with ICT act as the virtual universities through which learning become easy and flexible which may become threat to the profit oriented institutions in course of time (Nawaz and Kundi, 2010). The important reason behind the increasing number of offerings of e-learning courses in the higher education institutions is the decrease of support mainly, financial support of the government to this institutions (Maddux et al,2005).

### **3. OBJECTIVES OF STUDY**

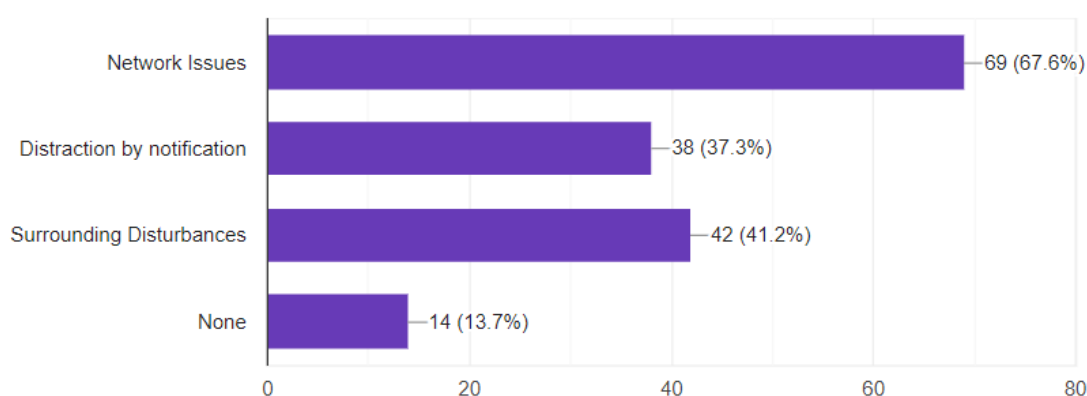
- To identify challenges faced by students during E-learning
- To check the expectations of students from E-learning
- To understand the purpose of E-Learning

### **4. RESEARCH METHODOLOGY**

The primary data is collected by the means of survey. The survey was done through a structured questionnaire. The source of secondary data is research papers, online sites and websites of online and offline education website. The sample size for this research is one hundred and two users who were selected purely based on convenience and support the purpose of the study. The method of structured questionnaire in Google form was used to collect the primary source of data based on the time available and respondents. SPSS and Excel research tools have been used to analyze the data.

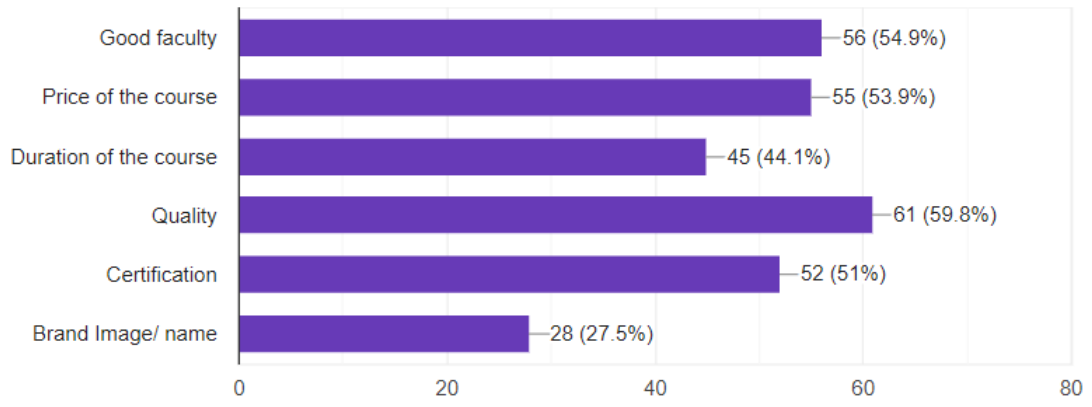
## 5. RESULT AND DISCUSSION

### 5.1 To identify challenges faced by students during E-learning



The table depicts the challenges faced during E-learning. As we are having 102 responses, among them 69 people faced network issues while attending courses that is 67.6%, 17 people got distracted because of notification which is 16.7%, few people i.e 7 had surrounding disturbances that are 6.9% and 9 people are still there which are 8.8% who didn't faced any challenge or had any distraction.

### 5.2 To check the expectations of students from E-learning



The table depicts the frequency of important factor while purchasing any E-course. Among total 102 responses that we are having 56 people choose for good faculty that is 54.9%, the price is the factor chosen by 55 people which is 53.9%, 45 people that is 44.1% of total percentage chose for duration of the course, but maximum that is 61 responses chose quality of the course as an important factor while purchasing any E-course which is 59.8% of total, 52 people purchased E-courses only for certification and percentage of such people is 51%, there are some people here the count is 28 who choose E-courses for brand image and they are 27.5%.

### 5.3 To understand the purpose of E-Learning



The table depicts about frequency of purpose of E-learning. Among 102 responses 62 people purchased academic courses which are 60.8% and it is maximum selected purpose among all, 36 people choose entrance exam courses which are 35.3%, co-curricular courses are purchased by 44 people that are 43.1 in percentage as well as there are 53 people who purchased E-courses for skill enhancement which is 52%.

## 6. CONCLUSION

E-learning allows students to schedule their learning around their schedules, allowing even the busiest people to advance their careers and obtain new qualifications. Since the advent of the internet, some of the most significant developments in education have occurred. Nowadays, students are very well in the use of smart phones, messaging, and the internet, so taking part in and running an online course is a breeze. Now that affordable e-learning solutions for computers and the internet are available, education can be facilitated from

virtually anywhere with the help of a good e-learning tool.

As India moves towards a digital era, the internet is becoming a part of our daily lives, whether it is for banking, catering, or clothing. They are all using the internet for growth, and the internet is now a part of the education system; most schools and colleges are using the internet for educational purposes, and in the coming years, we will see a large number of students preferring online mediums to offline mediums for studies. After all, the new generation of students will have the internet play a large role in their upbringing, so they will always prefer the online mode over the offline because they will have a better connection to the online education.

COVID 19 has improved Indian consumer's perceptions and attitudes toward online education. The Indian government has recognised this and plans to invest heavily in online education. The study's findings indicate that in the future, online education will be an integral part of India's educational landscape, boosting the existing offline mode of education. Educational institutes that successfully implement both modes of education in order to provide quality educational services will grow and be successful in the competition. Another distinguishing factor between successful and unsuccessful educational institutions will be the speed with which they incorporate and deliver quality educational services.

## **7. REFERENCES**

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