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A Study on Students Satisfaction on E-Learning Platform with Special Reference to BYJUS.

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INTRODUCTION

A lot of research exists on the consumer buying behavior and consumer satisfaction. Understanding the expectation and perception of consumers is gaining more attraction in the current business world. Also, various researches and studies have been done to understand the learning-teaching methods. The modern approach of learning-teaching is Constructivism which recognizes the learners' understanding and knowledge based on their own experiences. The modern methodologies of educating and learning are exceptionally established in Constructivism. The facilitators build the information through the dynamic cooperation of students. They direct their students to discover answers for an issue. Educators utilize present- day conveniences like projectors, various media helps, and online classes for educating. 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. The company has been growing at a rate of 100% year on year for the last three years.

OBJECTIVE

- To find out the factors motivating students to prefer BYJU'S learning application.

SCOPE OF THE STUDY

In the 21st century the educational industry has completely evolved from its traditional method to digitalized method. Almost every educational institution is now using digital learning for better quality in education. As the scope for the E-learning increases the platforms which provide education through online like byjus application will also increase.

STATEMENT OF THE PROBLEM

E-learning plays a vital role in India and it is new to India and growing popularity of smart phones and internet connectivity has given a platform to digital education. In the market there are more competitions among different e-learning apps. So, it is important to know whether the subscribers of Byju's happy and satisfied with the app.

LIMITATIONS OF THE STUDY

Time has been a major constraint throughout the study as this survey was restricted to Coimbatore this cannot be stated as in-depth research on this subject. The data is completely depended upon the truthfulness of the respondent. The research tools have their own limitations.

REVIEW OF LITERATURE

1. **RR Chavan, Abhishek Shukla (2018)** New Generation E-entrepreneurship- A Case study of BYJU's, SUMEDHA Journal of Management: Using technology as an enabler and unique combination of media and content adopted by BYJU'S helps it to create a learning app for students. This paper also discusses the approach of e-entrepreneurship taken by the founder of BYJU'S to start Edtech Company to serve maximum students through a digital platform.

2. **Prof. Gaurav Hans, Harsha Sidana (2018)** "mobile learning applications and its usage among students in education": this research literature is on operating mobile learning applications is on trend and it plays a crucial rule in the education system and up bring new technologies in an institute like ERP software.

3. **Motilal (2018)**, Level of Satisfaction using Moodle as an E-Learning Tool for Students in B-School. Global Journal of Computer Science and Technology, The research results on the level of student satisfaction with the e-learning system service

DATA ANALYSIS AND INTERPRETATION

**Simple percentage method**

TABLE PURPOSE OF USING BYJUS APPLICATION

RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
IMPROVE GRADE	14	11.76 %
ENHANCE KNOWLEDGE	37	31.09 %
IMPROVE LEARNING TECHNIQUES	41	34.45%
PREPARE FOR EXAM	27	22.69%
TOTAL NO OF RESPONDENTS	119	100 %

(SOURCES- PRIMARY DATA)

INTERPRETATION

This table shows that the 11.76% of the respondents are practicing to improve grades and 31.09% of the respondents are practicing to enhance knowledge and 34.45% of the respondents are practicing to improve learning techniques and of the respondents are practicing to prepare for exam.

CHART PURPOSE OF USING BYJUS APPLICATION
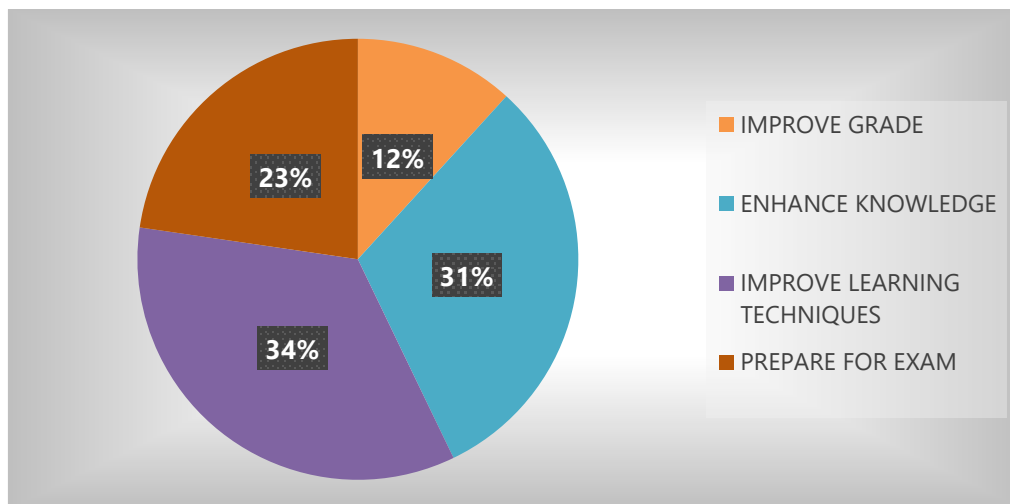
Weighted average method

TABLE FACTORS INFLUENCING THE SATISFACTION LEVEL OF LEARNERS

FACTORS	H.S (5)	S (4)	N (3)	D.S (2)	H.DS (1)	TOTAL	WEIGHT	RANK
PRICE	39	25	23	19	13	415	3.48	5
RESULT	30	39	25	21	4	427	3.58	3
QUALITY	28	38	29	19	5	422	3.54	4
CONTENT	32	36	33	16	2	437	3.67	1
REGISTERATION	39	25	30	21	4	431	3.62	2

PAYMENT	24	33	34	23	5	405	3.40	9
DURATION	21	41	31	20	6	408	3.42	8
UNIQUNESS	22	35	34	22	6	402	3.37	10
MENTOR	21	44	30	16	8	411	3.45	7
FEEDBACK	25	42	23	21	8	412	3.46	6

INTERPRETATION

The above table shows the major factors that influencing the satisfaction level of learners. The majority number of respondents gets highly satisfied with the content of the byjus. Then the next major satisfying factor is the registration process in the byjus learning application. The results of product are the third satisfying factor and so on.

CONCLUSION

This study is based on the customer response for byjus. Finding and suggestion has been found through data collected with customers by preparing structured questionnaire, the questions contain in the questionnaire is to identify the satisfaction level, performance and quality of the application. Students have started adopting themselves for a different way of learning which increases the need and growth of E-learning platforms, it results in more competition in the E- learning sector in the future. I hope this study will help in developing the performance and quality of the application which increases the student's preference for the byjus application.