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A Study on Students Satisfaction Level on Byjus Learning App

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ABSTRACT

The research tries to ascertain the behavior of BYJU`S app subscribers towards the services and subscription, their satisfaction towards the products, usage trend and any divergence of the actual versus their expectations. Assess how the students use the app, such as ease of use, user interface, and general satisfaction with the learning process. Evaluate the quality and completeness of educational content offered by Byju's, such as the accuracy, relevance, and level of engagement of the material. Examine how well BYJU`S adapts learning experiences to the specific needs, learning preferences, and rates of individual students. Evaluate the effect of using Byju's on the academic performance of students, such as grade improvements, test scores, and understanding of subjects. Compare the cost of employing Byju's with its advantages, such as return on investment in terms of learning outcomes

Key words: Marketing, Customer satisfaction

1. INTRODUCTION

There is plenty of research done on consumer buying behavior and consumer satisfaction. Consumers' expectation and perception are gaining more interest in the present business scenario. In addition, many research and studies have been conducted to know about the learning teaching methods, the contemporary approach of learning-teaching is constructivism which acknowledges the learners' comprehension and knowledge on the basis of their own experience. The information is constructed by the facilitator using the active collaboration of students. They guide their students to find solutions for a problem. Teachers use modern-day amenities such as projectors, other media aids, and web-based classes for teaching.

Demand has changed in the learning process, parents and students feel at ease with e-learning because it can be accessed from anywhere and at any time.

When valuation reaches $8B, BYJU`S are India's 3rd largest unicorn of January 2020. BYJU`S are dominating the Indian ED-Tech sector by earning highest revenue of approximately $205M as of March 2019. The company is expanding at a 100% year-over-year rate for the past three years. It possesses 3 million subscribe be users in India. BYJU`S is addressing the fundamental issue in the India education system by delivering quality content nationwide via the internet that is available to a majority of the population. The intention of this paper is to ascertain the subscribers' satisfaction for BYJU`S products. It is geared towards a segment of primary and higher school-going students and examines their comments regarding the use of BYJU`S products.

2. OBJECTIVES OF THE STUDY

1. To identify the factors that make customers prefer BYJU`S learning app

2. To determine the level of satisfaction by BYJU`S learning app

3. To research the issues of respondent in accessing BYJU`S learning app

3. STATEMENT OF THE PROBLEM

E-learning being fully now to India and increased popularity of smart phones and internet connectivity has provided a platform to digital education. BYJU`S app is subscribed by 3 million individuals across the Country. Therefore, this study is for the analysis of why they are satisfied. Now in the market there are various competitions among various e-learning apps. In this case, it is extremely crucial to understand if the subscribers of BYJU`S app are satisfied and content with the app.

With online education app are growing in an amazing manner it also has some challenges in it. The majority of the students lacks sufficient technology gadgets. Even if the students possess this gadget, they cannot practice like in regular classes. There are many more issues student encounter with online

education app such as Network problems, production cost is too high, etc. This issue made male online learning more difficult for students who opt for online education app.

4. RESEARCH METHODOLOGY

The sample population consists of the respondents who are the customer of BYJU`S or familiar with the products of BYJU`S in India. the sample size of 120 was used. The samples were selected using the purposive sampling technique, which is a non-probability sampling technique, since the exact population size is not known, and accessibility to all the customers is challenging. The survey research approach of data gathering was employed in this study. The main data were gathered using a structured questionnaire.

Tools to be used:

Appropriate instruments and methods have been to analyzing the current extent of problem the instruments applied within this study are

☐   Simple percentage Analysis

5.INTERPRETATION AND ANALYSIS

TABLE NO. 5.1

TABLE SHOWING THE AGE GROUP OF RESPONDENTS

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 15	13	11
2	15 to 20	98	82
3	21 to 30	9	7
	Total	120	100

Source: Primary data

INTERPRETATION:

The above table shows the age group response that we receive from Byjus learning app, 11% of the respondents are below 15 Years, 82% of the respondents are in the age group between 15 to 25, 7% of the respondents are in the age group between 21 to 30.

TABLE NO. 5.2

TABLE SHOWING WHY PEOPLE PREFER ONLINE LEARNING APP

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Easy understanding	51	43
2	Time convenient	39	33
3	Adequate information	10	8
4	Visual explanation	20	16
	Total	120	100

Source: Primary data

INTERPRETATION:

The above table shows that why people prefer online learning app. It's clear that out of 120 respondents, 43% of the respondents are easy understanding, 33% of the respondents are Time convenient, 8% of the respondents are adequate information, 16% of the respondents are visual explanation.

TABLE NO. 5.3

TABLE SHOWING SATISFACTION LEVELS WITH BYJU`S TECHNICAL SUPPORT

S.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Very satisfied	47	39

2	Somewhat satisfied	31	26
3	Neutral	33	28
4	Somewhat dissatisfied	4	3
5	Very dissatisfied	5	4
	Total	120	100

Source: Primary Data

INTERPRETATION:

The above table shows the satisfaction levels with Byjus technical support. It is found that 39% of the respondents are very satisfied, 26% of the respondents are somewhat satisfied, 285 of the respondents are neutral, 3% of the respondents are somewhat dissatisfied and then the balance 4% of the respondents are very dissatisfied.

6.FINDINGS:

i. Majority (82%) of the respondents are 15 to 20.

ii. Majority (43%) of the respondents are easy understanding

iii. Most (39%) of the respondents are very satisfied

7.SUGGESTION:

iv. The application should provide engaging and interactive content such as videos, animations, and quizzes.

v. Byju's should provide regular feedback and assessment to students to help them identify their strengths and weaknesses.

vi. The application should include more mock test.

vii. The app should fix the price affordably, and there should be different pricing plans available to suit the needs and budget of different students.

viii. Byju's could also introduce parental controls in its app, allowing parents to monitor their child's progress and set usage limits.

8.CONCLUSION:

This project aids the researcher to understand the satisfaction of the student on BYJU'S LEARNING APP. BYJU'S app is famous for itself situated learning experience by facilitating the students break down tough concepts. The app employs an array of contemporary methods such as web-based learning, visual graphics, video-based instructions. to give them an experiential learning experience These advancements are very supportive to the students to learn the basic things and help them to prepare for exams. From the research it is evident that a huge percentage of the subscribers are females. The vast majority of them are contented with the knowledge imparted by app, graphics based topics, orientation exams taken. They are also contented with the services offered by tutors. BYJUS APP is extremely helpful to the studies, and it creates studies in a way that it becomes interesting. BYJUS APP is a good alternative for tuitions. From this project it is understood that, more than half of the students were content with the subscription of BYJUS LEARNING APP and confirmed that the app is interactive, comfortable and effective.

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