



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## "A STUDY ON EFFECTIVENESS OF E-LEARNING WITH SPECIAL REFERENCE TO ICERT GLOBAL" AT BENGALURU

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### ABSTRACT :

This study explores the effectiveness of e-learning provided by iCert Global, focusing on learner satisfaction, engagement, and career outcomes. Using primary data from 100 respondents, the research analyzes factors such as course content quality, platform usability, and personalized learning approaches. Key findings highlight the need for more interactive content and improved platform flexibility to enhance user experience and long-term career benefits for e-learning users.

**Keywords:** E-Learning, Online Education, Learner Engagement, Personalized Learning, Career Growth, Platform Usability.

### INTRODUCTION

E-learning has transformed the education industry by offering flexible, cost-effective, and personalized learning solutions. With the rise of digital technologies, platforms like iCert Global have emerged as major players in the online education market. This study aims to evaluate the effectiveness of e-learning in providing quality education to diverse learners.

### RESEARCH BACKGROUND

E-learning leverages technology to deliver education beyond traditional classroom boundaries, offering significant advantages in terms of cost efficiency, scalability, and learner flexibility. iCert Global, a leading provider of professional certification training, serves as the focus of this study, with a particular emphasis on understanding its educational impact and learner satisfaction.

### GLOBAL E-LEARNING MARKET TRENDS

The global e-learning market is expected to reach \$325 billion by 2025, driven by increasing demand for flexible learning options, technological advancements, and the growing need for upskilling in a rapidly changing job market. India is a key player in this sector, with a rapidly expanding online education market.

### IDENTIFIED PROBLEM

Despite its advantages, e-learning faces challenges like inconsistent content quality, low learner engagement, and high dropout rates. This study aims to address these issues by evaluating user experiences and identifying key factors influencing learner satisfaction.

### OBJECTIVES OF THE STUDY

1. To evaluate the impact of course structure and content quality on learner satisfaction.
2. To assess the effectiveness of personalized learning paths engagement. in enhancing user
3. To analyze the financial benefits of e learning for both learners and providers.
4. To identify challenges faced by e-learning platforms in maintaining high-quality educational content.

## REVIEW OF LITERATURE

1. Pribilová, Katarína & Beňo, Miroslav. (2024). "New Trends in E-learning and New Approaches to the Development of E-learning Educational Materials" (2024) This study explores the rapid development of e-learning driven by technological advancements. It highlights emerging trends such as personalized education, interactive courses, AI and data analysis, and the integration of virtual and augmented reality. These innovations are expected to enhance the effectiveness and adaptability of educational materials, promising a more engaging learning experience.
2. Liu, M., Yu, D. (2023). "Towards Intelligent E-learning Systems" (2023) The authors discuss the use of predictive analytics in e-learning to forecast student behavior using AI, which analyzes data to improve learning outcomes. This data-driven approach tailors educational content to individual preferences, enhances learning efficiency, and helps identify students needing early intervention, thereby improving overall educational effectiveness.
3. Clark, R. C., & Mayer, R. E. (2023). "E-learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning" (2023) This research emphasizes crucial aspects in creating effective electronic learning materials, such as content quality, student interaction, and creating a supportive learning environment. These factors are essential for achieving educational goals and enhancing the learning experience.
4. Kuatbekov, A., Vershetskaya, E., Kosareva, I., & Ananishnev, V. (2023). "E Learning as a Basis for the Development of Media Competences in Students" (2023) The study highlights the benefits of multimedia elements in e-learning. Videos, audio, simulations, and interactive models enhance the learning experience by catering to various learning styles. These elements are particularly useful in teaching complex concepts in science and technology, making learning more dynamic and engaging.
5. Penfold, P. (2023). "The Best E-learning Authoring Tools, Platforms & Software" (2023) Penfold's study examines various e-learning authoring tools that integrate with LMS platforms, enabling easy content distribution and personalization. These tools support collaborative content creation, use of multimedia elements, and provide analytics on student performance. The choice of tools depends on the needs, technical skills, and preferences of the course creators.
6. Lee, P.S., Chakraborty, I., & Banerjee, S. (2023). "Artificial Intelligence Applications to Customer Feedback Research: A Review" (2023) The study explores AI's role in analyzing customer feedback in EdTech. AI tools like natural language processing and machine learning can process vast amounts of feedback data, offering real-time insights and identifying patterns and sentiments. This enhances the responsiveness and quality of educational platforms.
7. Spatioti (2022). "A Comparative Study of the ADDIE Instructional Design Model in Distance Education" (2022) The research examines the ADDIE model's application in distance education. It emphasizes selecting appropriate learning strategies, communication methods, and assessment procedures. The detailed planning phase results in a structured course development framework, guiding the creation of effective e-learning materials.
8. Almelhi, A. M. (2021). "Effectiveness of the ADDIE Model within an E-Learning Environment in Developing Creative Writing in EFL Students" (2021) Almelhi's study stresses the importance of topic analysis to classify and target course content effectively. This ensures that e-learning materials are well-adapted to the needs of the target group and meet defined educational goals, enhancing the learning outcomes for EFL students.
9. Tangirov, K. E., Jomurodov, D. M., & Murodkasimova, S. K. (2021). "The Importance of E-learning and E-learning Resources in Individualized Learning" (2021) This study focuses on the personalization of e-learning. Adaptive learning systems track student progress and tailor content to their abilities. Students can customize their study plans, choose topics, and select assignments, which promotes individualized learning and improves educational effectiveness.
10. Clark, R.C., & Mayer, R.E. (2016) In their book "E-Learning and the Science of Instruction," the authors highlight that effective e-learning must integrate instructional design principles such as multimedia usage, interactivity, and learner control to enhance knowledge retention. This emphasizes the importance of structured design in e-learning platforms like iCert Global.
11. Bernard, R.M. et al. (2009) A meta-analysis of over 200 studies found that students in online learning conditions performed slightly better, on average, than those receiving face-to-face instruction. However, the effectiveness depended heavily on how the e-learning was delivered, pointing to the need for quality content and engagement tools.
12. Hrastinski, S. (2008) In his research on online learner participation, Hrastinski identified that synchronous e-learning encourages real-time interaction and community building, while asynchronous learning supports flexibility. This suggests that the structure of iCert Global's delivery format could significantly affect learner outcomes.
13. Zhao, Y., Lei, J., Yan, B., & Tan, H.S. (2005) Their review of distance education found that student success in online environments is closely linked to instructor presence, timely feedback, and well-designed assessments—factors that should be evaluated when analyzing platforms like iCert Global.
14. Sun, P.C., et al. (2008) In a study on learner satisfaction in e-learning, they identified critical factors including instructor attitude, course flexibility, perceived usefulness, and quality of technical support. These insights are relevant when evaluating learner satisfaction with iCert Global.
15. Moore, M.G. (1993) Moore's Theory of Transactional Distance suggests that the effectiveness of e-learning depends on three core elements: dialogue (interaction), structure (course design), and learner autonomy. High-quality e-learning platforms must strike a balance among these to minimize "distance" and improve learning outcomes.
16. Ally, M. (2004) In "Foundations of Educational Theory for Online Learning," Ally emphasized the importance of learner-centered instruction, where content is tailored to individual learning styles and preferences. This approach enhances engagement and retention—important factors in evaluating platforms like iCert Global.
17. Anderson, T. (2008) Anderson introduced the "Online Learning Model" that prioritizes interaction among learners, content, and instructors. He concluded that meaningful learning occurs when there is a strong presence in all three areas, which should be a standard in evaluating any e-learning system.
18. Garrison, D.R., Anderson, T., & Archer, W. (2000) Their Community of Inquiry (CoI) framework defines effective e-learning through cognitive presence, social presence, and teaching presence. These dimensions can be used as benchmarks to assess the depth and quality of iCert Global's online courses.

19. Means, B., Toyama, Y., Murphy, R., Bakia, M., & Jones, K. (2010) A U.S. Department of Education report found that blended learning (online plus face-to-face) often yields better results than purely online formats, highlighting the importance of integrating real-time mentorship or practical sessions for improved effectiveness.

20. Selim, H.M. (2007) In his study on e-learning acceptance in higher education, Selim identified that success in e learning is influenced by instructor characteristics, course design, and learner motivation. This research underlines the need for continuous improvement in both content and delivery.

## RESEARCH GAP

Despite the rapid growth and widespread adoption of e learning, several critical gaps remain in understanding its long-term impact on learners. While many studies have focused on the technological aspects and immediate benefits of online education, there is limited research on the personalized learning experiences and career outcomes for diverse learner groups. Additionally, the financial return on investment (ROI) for e-learning platforms and the role of regional and cultural factors in shaping learner engagement are still underexplored. Furthermore, the impact of emerging technologies like artificial intelligence, virtual reality, and data-driven content personalization on learner satisfaction and retention requires deeper investigation. This study seeks to address these gaps by examining the effectiveness of e-learning provided by iCert Global, focusing on personalized learning paths, learner motivation, and long-term career benefits.

## RESEARCH METHODOLOGY

This study uses a descriptive research design with primary data collected from 100 iCert Global learners through structured questionnaires. Data analysis includes percentage analysis and frequency distribution to assess learner satisfaction, platform engagement, and overall effectiveness.

## LIMITATION OF THE STUDY

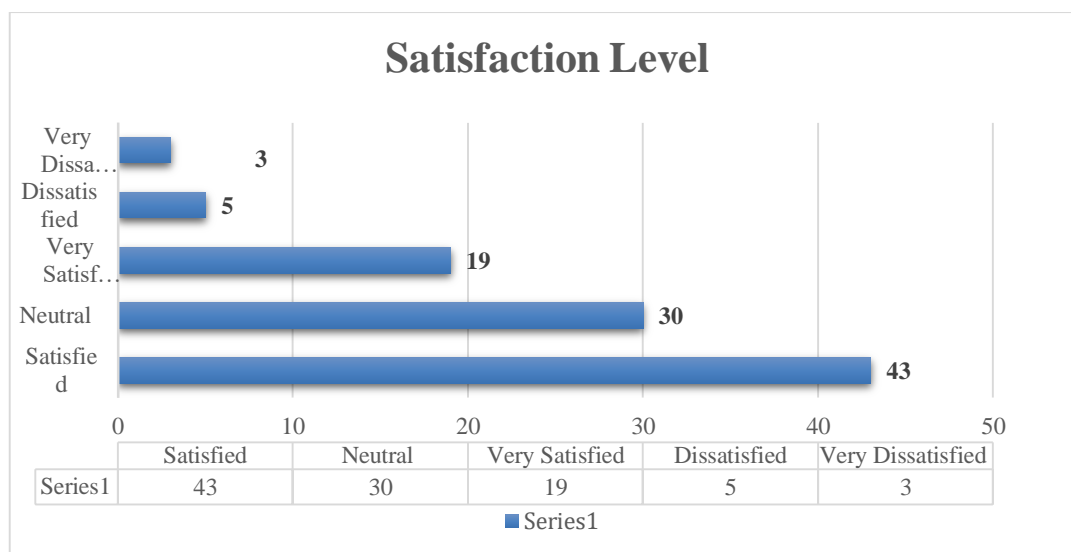
1. Limited sample size of 100 respondents may limit generalizability.
2. Study focuses only on iCert Global, excluding other major e-learning platforms.
3. Data is based on self-reported learner experiences, which may introduce bias.

### DATA ANALYSIS AND INTERPRETATION

**Table 1. Satisfaction Level**

Satisfaction Level	Number of Respondents	Percentage (%)
Very Satisfied	19	19%
Satisfied	43	43%
Neutral	30	30%
Dissatisfied	5	5%
Very Dissatisfied	3	3%
Total	100	100%

Chart 1. Satisfaction Level

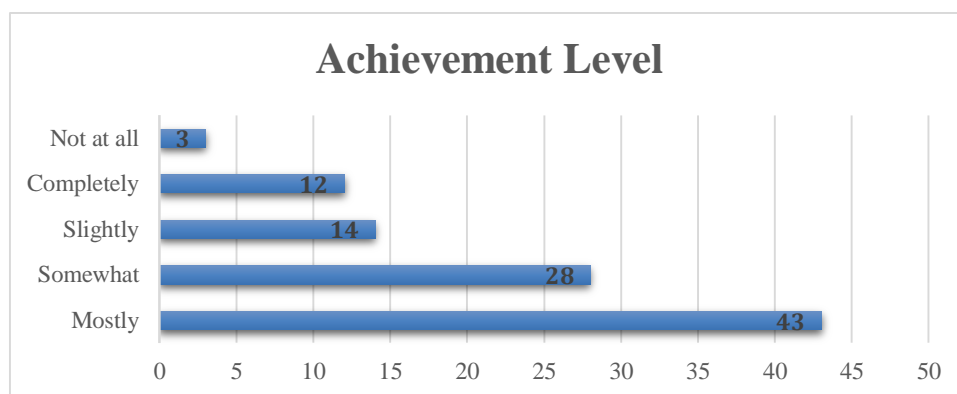


**INTERPRETATION:**

This chart shows that the satisfaction levels of respondents are varied. A significant portion, 43%, are **Satisfied**, making it the largest group, followed by 30% who are **Neutral**. Meanwhile, 19% of respondents are **Very Satisfied**, reflecting a positive perception. However, a smaller segment, 5%, reported being **Dissatisfied**, and 3% were **Very Dissatisfied**. These variations indicate a generally positive response, though there remains room for improvement in overall satisfaction.

**Table 2. Achievement Level**

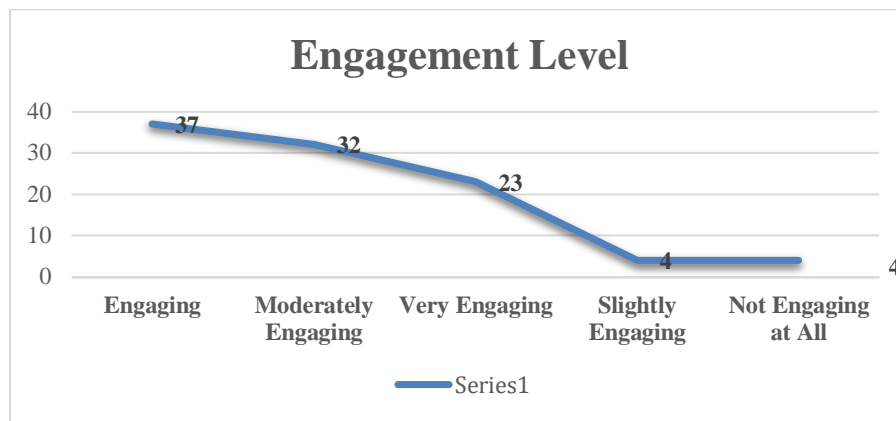
Achievement Level	Number of Respondents	Percentage (%)
Mostly	43	43%
Somewhat	28	28%
Slightly	14	14%
Completely	12	12%
Not at all	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart 2. Achievement Level****INTERPRETATION:**

This chart illustrates the distribution of achievement levels among respondents. The majority, **43%**, reported achieving their goals **Mostly**, indicating a strong positive outcome. **28%** felt they achieved their goals **Somewhat**, while **14%** indicated a **Slight** level of achievement. A smaller portion, **12%**, felt they achieved their goals **Completely**, and **3%** reported **Not at all**. This pattern suggests that while a significant majority are achieving their goals to some extent, there is still a portion with limited success, highlighting potential areas for improvement.

**Table 3. Engagement Level of the E-Learning Platform**

Engagement Level	Number of Respondents	Percentage (%)
Engaging	37	37%
Moderately Engaging	32	32%
Very Engaging	23	23%
Slightly Engaging	4	4%
Not Engaging at All	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>



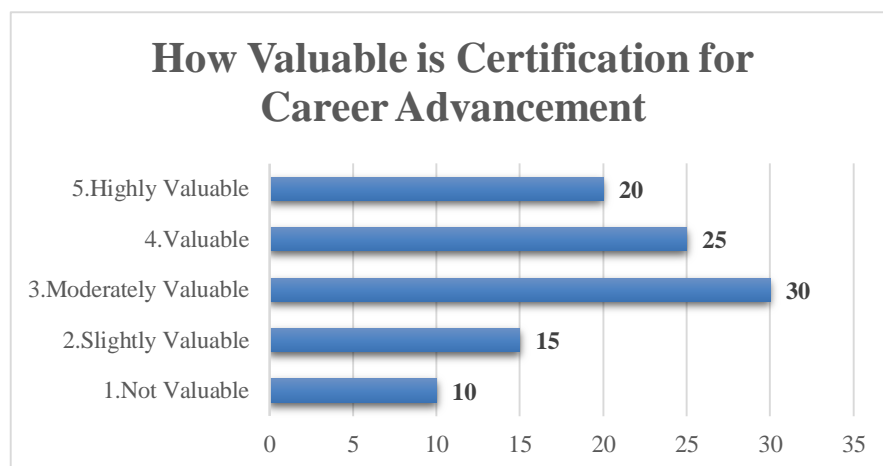
**Chart 3. Engagement Level of the E-Learning Platform**

**INTERPRETATION:**

This chart reflects the varying levels of engagement among respondents. The majority, **37%**, found the content **Engaging**, followed closely by **32%** who considered it **Moderately Engaging**. **23%** rated it as **Very Engaging**, indicating a positive perception overall. However, a smaller portion, **4%** each, rated the content as **Slightly Engaging** or **Not Engaging at All**, highlighting a potential area for improvement in creating more captivating content.

**Table 4. Certification for Career Advancement**

How Valuable is Certification for Career Advancement	Number of Respondents	Percentage (%)
Not Valuable	10	10%
Slightly Valuable	15	15%
Moderately Valuable	30	30%
Valuable	25	25%
Highly Valuable	20	20%
Total	100	100%



**Chart 4. Certification for Career Advancement**

**INTERPRETATION:**

This chart highlights the perceived value of certification for career advancement among respondents. **30%** rated it as **Moderately Valuable**, indicating a balanced view, while **25%** considered it **Valuable** and **20%** found it **Highly Valuable**, reflecting a strong belief in its importance. However, **15%** viewed it as only **Slightly Valuable** and **10%** as **Not Valuable**, suggesting that while most respondents recognize its significance, a portion remains uncertain about its impact.

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## SUMMARY OF FINDINGS

The study aims to evaluate the effectiveness of e learning provided by ICERT Global, focusing on factors such as Certification Value, Career Impact, Course Flexibility, Course Satisfaction, and Learning Outcomes.

1. High demand for personalized learning paths.
2. Strong preference for interactive content and flexible learning options.
3. Positive correlation between course quality and learner satisfaction.
4. Need for improved platform usability to enhance user experience.

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## SUGGESTION

To enhance the effectiveness of e-learning platforms like iCert Global, several strategic improvements can be considered. First, incorporating more interactive and personalized learning paths can significantly improve learner engagement and retention. This includes the use of AI-driven content recommendations, real-time feedback, and adaptive learning technologies. Additionally, platforms should focus on improving the usability and accessibility of their courses, ensuring that content is available across multiple devices with seamless user experiences. Investing in high-quality multimedia content, including videos, simulations, and gamified learning modules, can further boost learner motivation and satisfaction. Regular assessment and personalized support through virtual mentors can also enhance learner outcomes. Finally, integrating industry specific certifications and practical projects can strengthen the career readiness of learners, providing a clear pathway from education to employment.

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## CONCLUSION

The iCert Global Learning Platform is widely used by students and professionals, with Business, Management, and technical courses being the most popular. The majority of learners fall within the 18-25 age group, indicating that young adults are the primary users.

The study finds that self-paced learning methods (PDFs, quizzes, and assessments) are the most preferred, while live instructor-led sessions have lower engagement.

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## DIRECTIONS FOR FUTURE RESEARCH

To further enhance the understanding of e-learning effectiveness, several potential research directions can be considered:

1. Longitudinal Studies: Future studies should track the long-term impact of e learning on career growth, knowledge retention, and professional success, providing insights into how online education influences career trajectories over time.
2. Personalization and Adaptive Learning: Researchers can explore how AI-driven personalized learning paths impact learner satisfaction, motivation, and retention, including the effectiveness of adaptive content in different learning contexts.
3. Cultural and Regional Factors: Understanding the cultural, social, and regional influences on e-learning adoption and effectiveness can help platforms like iCert Global design more inclusive and culturally responsive learning experiences.
4. Emerging Technologies: With rapid advancements in technology, future studies should investigate the impact of virtual reality (VR), augmented reality (AR), and immersive simulations on learner engagement and performance.
5. Financial Impact Analysis: Comprehensive studies can assess the financial return on investment (ROI) for both learners and platforms, including cost-benefit analysis and long-term career outcomes.
6. Hybrid Learning Models: Research can also focus on the effectiveness of blended learning approaches that combine online and offline methods, providing a more holistic learning experience.
7. Impact of Soft Skills Training: Future studies should assess the role of e learning in developing critical soft skills like communication, leadership, and emotional intelligence, which are increasingly valued in the modern workplace.

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