



A STUDY ON STUDENTS PREFERENCE AND SATISFACTION TOWARDS ONLINE LEARNING APPLICATIONS WITH SPECIAL REFERENCE TOWARDS COIMBATORE CITY

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ABSTRACT

E-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 e-learning is seeing a massive growth, and there are many educational application/websites that are been developed for this purpose. This paper explores the students preference towards online learning applications. The problem enacted from the concept is that whether the students are benefitting and understanding the concept of the app based learning. This study was analyzed with 123 respondents. Simple percentage method and likert scale analyses 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 different learning applications.

KEYWORDS: Online learning application, Students, Internet.

INTRODUCTION

Online education is a type of educational instruction that is delivered via the internet to students using their home computers. During the last decade, online degrees and courses have become popular alternative for a wide range of non-traditional students; include those who want to continue working full-time or raising families. Most of the time, online degree programs and courses are offered via the host schools online learning platform, although some are delivered using alternative technologies. The web based learning has the potential to meet the perceived need for flexible pace, place and face. This study analyses student's preference, satisfaction and perceived learning in an app based system.

STATEMENT OF THE PROBLEM

As media and student both are inter-related where sometimes media have dominance over students because the students are mostly dependent on mobile based learning. The application is being designed to provide learning environment to students by giving various tests based on various topics and assessments of user's progress, because effective education system must be tailored to the student's community. Hence this study is to examine whether the students really prefer using app based learning system.

OBJECTIVES

- To understand the concept of online education.
- To study current state and future of online education in India.



- To identify the real preference and satisfaction of student towards online learning application.

RESEARCH METHODOLOGY

Data was collected from both primary and secondary data sources. For the purpose of analysis, the data has been collected from 123 customers from the selected sampled respondents in Coimbatore city. The samples have been selected on the basis of convenient random sampling techniques.

Sampling techniques

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Sample size

The sample of 123 respondents was chosen for the study.

Area of the study

The study is conducted within Coimbatore city.

Statistical tools applied

Simple percentage analysis

Likert scale analysis

LITERATURE REVIEW

It is essential for a research scholar to do a review on the related literature for his study to have a comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a broader outlook on the background and situations under which the study has been conducted.

Ms. Vaishnavi Khandelwal, Dr. Robi Augustine (2019) “Effectiveness of educational applications and websites on students”.¹ The aim of this research is to know till what extent using the interactive features of e-learning increases the motivation of the undergraduate students for the learning process. Quantitative analysis is a methodology adopted by the authors of this research paper. The respondents selected for this research were from British university and Helwan University in Egypt as these two universities have used the e-learning tools to support them in their traditional way of learning. Due to lack of technology and lack of confidence in using a technology is an obstacle for the students for not pursuing e-learning. After analysing the survey it can be calculated that the instructors must understand the student’s motivation while they teach in the online classes. Since there is no face to face

¹ Ms. Vaishnavi Khandelwal, Dr. Robi Augustine, (2019) has made a study on “Effectiveness of educational applications and websites on students”.

interaction the teacher can provide the student with an online motivation form and teach them accordingly to keep them motivated in learning online.

Liquong Liu, Liyi Zhang, Phighao ye, Qihua Liu (2018) “Influence factors of satisfaction with mobile learning app: an empirical analysis of china”² The research on the satisfaction of mobile learning is an important issue in the field of user learning behaviour. In recent years, with the rapid development of mobile network, most existing literature focus on the analysis of current situation, service mode and technical implementation of mobile learning, whereas, rarely involve the satisfaction with mobile learning app. With the wide application of social media, the influence of the integration of mobile app and social media on students learning has become a research focus.

Prof. Gaurav Hans , Harsha Sidana (2018) “mobile learning applications and its usage among students in education”³ 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. This research helps in understanding the current important scenario of mobile learning.

Victor Holotescu, Radu Vasii, Diana and one (2018) “A critical analysis of mobile applications for learning. Study case: virtual campus app.”⁴ during the last years, the worldwide education has been challenged and innovation by the online and blended learning approaches, and the openness towards social media (SM), open educational resources and massive open online courses. The changing engine is represented by the centre of eLearning, which implemented the virtual campus for supporting the academic programs, and also the uni campus MOOC platforms. We hope that the paper conclusions regarding quality applications for mobile learning will be useful for teachers and developers designing open and mobile learning environments and applications.

² Liquong Liu, Liyi Zhang, and Phighao Ye, Qihua Liu (2018) had made a study on “Influence factors of satisfaction with mobile learning app: an empirical analysis of china”.

³ Prof. Gaurav Hans, Harsha Sidana, (2018) had made a study on “mobile learning applications and its usage among students in education”.

⁴ Victor Holotescu, Radu Vasii, Diana and one (2018) had made a study on “a critical analysis of mobile application for learning. Study case: virtual campus app”.



**DATA ANALYSIS AND INTERPRETATION
 SIMPLE PERCENTAGE METHOD**

INTEREST TOWARDS LEARNING APPLICATION OF RESPONDENTS

Particulars	No	Percentage (%)
Really interested	21	17.1
Interested	54	43.9
Neutral	37	30.1
May consider	10	8.1
Not interested	1	0.8
Total	123	100

(Source: primary data)

INTERPRETATION

The above table 16 shows that 17.1% of the respondents are really interested, 43.9% of the respondents are interested, 30.1% of the respondents are neutral, 8.1% of the respondents are may consider, 0.8% of the respondents are not interested.

INFERENCE

It is concluded that majority (43.9%) of the respondents are interested in using online learning application.

**LIKERT SCALE ANALYSIS
 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PURPOSE FOR
 USING LEARNING APPLICATION**

Particulars	No of respondents	Likert value (x)	Total (fx)
Update technology	16	5	80
Improve knowledge	49	4	196
New learning methods	44	3	132
Miscellaneous function	11	2	22
Making learning fun	3	1	3
Total	123		433

(Source: primary data)

$$\begin{aligned} \text{Likert scale} &= \sum (fx) / \text{No of respondents} \\ &= 433 / 123 \\ &= 3.5 \end{aligned}$$

INTERPRETATION

The likert scale value is 3.5 which is greater than the mid value (3), so the respondents are using the online learning applications for various purposes.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Findings of simple percentage analysis:

- ✓ It is concluded that the majority 55.3% of the respondents are male.
- ✓ It is concluded that majority of the respondents are between 21 to 30 years.
- ✓ It is inferred that majority 73.2% are unmarried.

- ✓ It is concluded that majority (52.8%) of the respondents are under graduate.
- ✓ It is concluded that majority (68.3%) of the respondents are in Nuclear Family.
- ✓ It is clear from that table that a most (40.7%) of the respondents are students.
- ✓ It is concluded that (34.5%) of the respondents have a family income Rs. 20000 to Rs. 40000.
- ✓ Findings of Likert scale analysis:
- ✓ The likert scale value is 3.7 which is greater than the mid value (3), so the respondents use the online learning application by the suggestion given by various sources.



- ✓ The likert scale value is 3.6 which is greater than the mid value (3), so the respondents are well known about the learning applications.
- ✓ The likert scale value is 3.5 which is greater than the mid value (3), so the respondents are using the online learning applications for various purposes.
- ✓ The likert scale value is 3.56 which is greater than the mid value (3), so the respondents prefer using learning app other than web browser.
- ✓ Likert scale value is 4.24 which is greater than the mid value (3), so the respondents agree to use the learning apps.
- ✓ The likert scale value is 3.34 which is greater than the mid value (3), so the respondents are benefitted while using learning applications.
- ✓ Likert scale value is 3.68 which is greater than the mid value (3), so the respondents are interested towards learning application.

REFERENCE

1. Ms. Vaishnavi Khandelwal, Dr. Robi Augustine, (2019) has made a study on "Effectiveness of educational applications and websites on students".
2. Liqiong Liu, Liyi Zhang, and Phighao Ye, Qihua Liu (2018) had made a study on "Influence factors of satisfaction with mobile learning app: an empirical analysis of china".
3. Prof. Gaurav Hans, Harsha Sidana, (2018) had made a study on "mobile learning applications and its usage among students in education".
4. Victor Holotescu, Radu VasIU, Diana and one (2018) had made a study on "a critical analysis of mobile application for learning. Study case: virtual campus app".

SUGGESTION

- ✓ Online learning must improve with more content.
- ✓ There should be improvement and update with latest learning technique.
- ✓ Must promote better interaction.
- ✓ Must support with complex information with graphs and charts.

CONCLUSION

- ✓ This study found the students had a strong preference for online learning applications.
- ✓ Their preference has determined by the flexibility in using different learning applications.
- ✓ Most of respondents stated that social media is an influence in use for learning apps, and reported that their needs were met by the technology presently available to them by it's personalize and convenience.
- ✓ This helps to understand the advantages lie in that learning apps can foster the combined knowledge creation because learning application facilitates sharing ideas beyond the classroom via an online platform that allows readily available to access various disciplines.
- ✓ This study supports through the finding that student preference on use of learning application as a learning application as a learning apps by educators as a learning platform for students could become a powerful medium that extends responsible learning environment beyond the classroom.