

A Study on Student's Satisfaction towards Byju's Learning Application with Reference to Coimbatore City

N. Kavishree¹, K. Kavya Priya²

Assistant Professor¹, Student²

Department of B.com

Sri Krishna Adithya college of Arts and Science

Corresponding Author's Email:- 20bmbp108kavyapriyak@skacas.ac.in

Abstract

This study aims to investigate the satisfaction of students towards the Byju's Learning App in Coimbatore city. The study focuses on understanding the various factors that influence students' satisfaction with the app, such as the app's content quality, user-friendliness, and overall learning experience. The research methodology involves a survey of students from various educational institutions in Coimbatore city, using a structured questionnaire to collect data. The study finds that overall, students in Coimbatore city are satisfied with the Byju's Learning App, with content quality being the most critical factor that contributes to their satisfaction.

Keywords- *Byju's Learning App, Content Quality, Learning Experience*

INTRODUCTION

A lot of research exists on the consumer buying behaviour 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. The way of teaching and learning has been continuously changing in the past few years. The teacher or faculty is not just content providers, they are now mentored and guide. Students need to develop critical thinking, analytical, and problem-solving ability to enhance their knowledge. Learning through videos has been a great way to develop these skills and digital technology is playing a big role in creating and delivering such interactive videos. There has been a shift in demand in the learning experience, parents and students are more comfortable with online learning since it can be accessed from anywhere and anytime. 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. It has 3 million subscribe users in India. BYJU'S is solving the core problem in the Indian education system by providing quality content across the nation through the internet which is accessible to most of the population.

The way of teaching and learning has been changed in the past few years. The teacher or faculty is not content providers they are also mentors and guide. Students need to develop critical thinking, analytical and problem solving skills to enhance their knowledge.

Learning through videos has been a great way to develop these skills.

Statement of 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. Byju's app is subscribed by 3 million people all over the country. In the market there are more competitions among different eLearning apps. So it is important to know whether the subscribers of Byju's happy and satisfied with the app.

OBJECTIVE

- To identify the satisfaction level of BYJU'S learning application.
- To know about the performance and quality of BYJU'S learning application.
- To find out the factors motivating students to prefer BYJU'S learning application.

- To find the problems faced by the students while using the BYJU’S learning application.

RESEARCH METHODOLOGY

This study is based on the student’s satisfaction towards minds byju’s learning app with reference towards Coimbatore city. The methodology of study includes:

- Data collection
- Area of the study
- Source of data
- Sample size
- Statistical tools

DATA COLLECTION

The purpose for all data collection is to capture best proof that then translate to wealthy data analysis and provides the correct and credible solution to questions

that has been put-forwarded. There are two types of data collection.

TOOLS USED:

1. Percentage Analysis
2. Rank Analysis
3. Chi-square

DATA ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE AND ANALYSIS

Interpretation

The above table shows that the 35.5% of the respondents are highly satisfied and 29.6% of the respondents are neutral and 17.1% of the respondents are satisfied and 15.1% of the respondents are dissatisfied and 2.6% of the respondents are very dissatisfied.

Table No.1 Table showing the satisfaction level of the price paid of the respondents

Category	Frequency	Percent
Satisfied	26	17.1%
Highly satisfied	54	35.5%
Neutral	45	29.6%
Dissatisfied	23	15.1%
Very dissatisfied	4	2.6%
Total	152	100.0

Source: Primary data

The majority of 35.5% of respondents are highly satisfied

Chart showing the satisfaction level of the price paid of the respondents

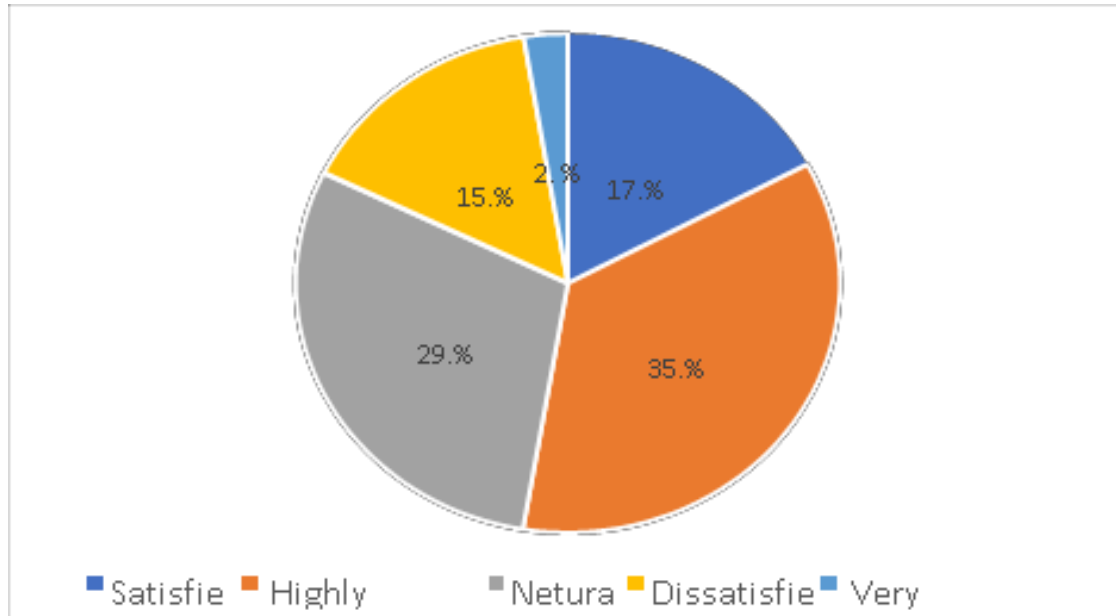


Table No.2 Table showing the problems faced by the respondents

Category	Frequency	Percent
Highcost	52	34.2%
Unexperienced staff	33	21.7%
Limitedmocktest	42	27.6%
Timemanagement	25	16.4%
Total	152	100.0

Source: Primary data

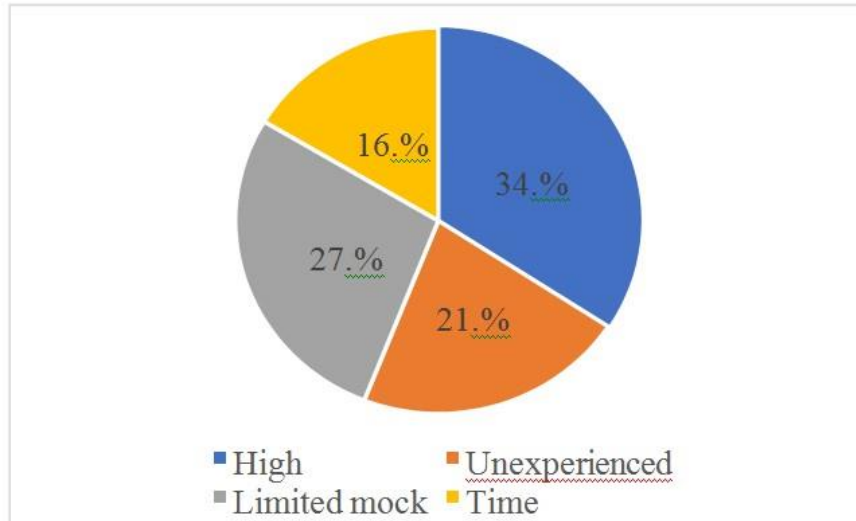
Interpretation:

The above table shows that the 34.2% of the respondents facing high cost and 27.6% of the respondents facing limited

mock test 21.7% of the respondents facing unexperienced staff and 16.4 of the respondents facing time management.

The majority of 34.2% of respondents facing high cost

Chart showing the problems faced by the respondents



RANK ANALYSIS:

TABLE NO.1

Table showing the factors that motivated to start using byjus application

Product	R5	R4	R3	R2	R1	Total	Rank
Availability of high quality study material	102	36	11	2	1	692	1
Doubt solving session with mentors	53	66	28	2	3	620	3
Competitive exam preparation	55	46	38	11	2	597	4
Convenience of learning from home	91	40	16	2	3	670	2

Interpretation:

The above table shows that R1 is given to factors that motivated the respondents based on their attractive factors followed by Availability of highquality study material, Convenience of learning from home, Doubt solving session with mentors and Competitive exam preparation.

CHI - SQUARE ANALYSIS:

FORMULA

$$\text{CHI-SQUARE VALUE } (\chi^2) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{GRAND TOTAL}}{\text{GRAND TOTAL}}$$

$$\text{GRAND TOTAL}$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) * (\text{COLUMN} - 1)$$

TABLE SHOWING THE RELATINSHIP BETWEEN THE AGE WITH FREQUENTLY USING THE BYJUS LEARNING APPLICATION

The respondent’s age group and their preference level towards the frequently using of byjus cross tabulated from 153 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below as a Table.

TABLE NO: 4.1

	How frequently do you use the Byjus learning application?				Total
	Daily	Few times a week	Once a week	Once in 6 months	
Age Under 18	9	23	28	6	66
18 to 24	9	32	17	25	83
25 to 34	0	1	2	0	3
Total	18	56	47	31	152

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square		6	.012
Likelihood Ratio	16.337 ^a	6	.007
Linear-by-Linear Association	17.682		
	1.989	1	.158
N of Valid Cases	152		

H0: There is no significant relationship between Age and frequently usage of the byjus learning application of the respondents

H1: There is a significant relationship between Age and frequently usage of the byjus learning application of the respondents

Level of significance = 5% or 0.05

Degree of freedom = 6

Chi- square value = 16.337

Table value= 12.5921.

Interpretation

In the above analysis, the calculated Chi-square value {16.337} is more than the table value {12.59} at the level of 5% significance, the null hypothesis H₀ is rejected. Thus at 95% of confidence level we accept the alternative hypothesis

H₁ that the age group of respondents and frequently usage of the byjus learning application of the respondents are associated significantly with each other.

FINDINGS, SUGGESTIONS, CONCLUSION

Findings

The objective of the study is to know about the satisfaction level, performance and quality and factors motivating students to prefer, company’s image and brand recognition to use the app. This study measures the overall satisfaction towards byju’s learning application with reference to Coimbatore city. This study has been analysed using techniques of percentage analysis, ranking analysis and chi square. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

Suggestions

- The application should provide engaging and interactive content such as videos, animations, and quizzes.
- Byju's should provide regular feedback and assessment to students to help them identify their strengths and weaknesses.
- The application should include more mock test.
- The app should fix the price affordably, and there should be different pricing plans available to suit the needs and budget of different students.

student, was found to be particularly helpful.

REFERENCE

1. Retrieved from <https://scholar.google.com>
2. Retrieved from <https://shodhganga.inflibnet.ac.in>.
3. Retrieved from <https://www.researchgate.net>
4. Retrieved from <https://www.studocu.com/in/>
5. Retrieved from <http://eprajournals.com>

CONCLUSION

Based on the data collected from the study on student's satisfaction towards Byju's learning app, it can be concluded that the majority of the students using the app are satisfied with its features, functionalities, and overall learning experience. The study revealed that students find the app user friendly and engaging, with interactive videos and quizzes that help them learn in an enjoyable way. Moreover, the app's personalized learning approach, which adapts to the individual needs of each