



IMPACT OF PRICE SENSITIVITY ON BUYING BEHAVIOUR OF ONLINE EDUCATION COURSES IN THE MALWA REGION OF PUNJAB

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INTRODUCTION

Price Sensitivity is a fundamental component for showcasing experts to assess the objective market; so it immensely affects the reality or income of the organization. **Doorman (1985)** recognized two essential serious systems that could give a wellspring of upper hand. These are the separation and minimal expense techniques. A firm can carry out a minimal expense system to guarantee the congruity of its upper hand (**Santonen, 2007**). Hence, cost is a fundamental factor in customers' buying choices in minimal expense techniques (**Silva et al., 2012**). **Aliman and Othman (2007)** found that cost is quite possibly the main elements in buying good or in every day utilization. Moreover, in certain examinations it has been seen that while customers settle on a buy choice in a classification of products to augment utility quickly; some of the time they focus on purchasing power, then, at that point, to brand and quality. All things considered, despite the fact that Covid was at that point deciding day to day existence in a few nations, individuals proceeded to purchasing, alarm shopping and there are still some empty racks in store as of April, 2020 (**Rubinstein, 2020**). This is an indication that purchasers have Price Sensitivity at a specific level when settling on their decisions (for example goal to buy). The point of the review is to decide the effect of Price Sensitivity on the goal of repurchase as far as character qualities and to analyze the level to which the character attributes sway Price Sensitivity. Three principal commitments are predicted in our review. Thus, this examination objectives are underneath

- regardless of whether Price Sensitivity influences repurchase expectation;
- regardless of whether segment attributes contrast as indicated by Price Sensitivity;
 - regardless of whether the character attributes contrast as indicated by the Price Sensitivity. To achieve these destinations, an audit of past research was directed by an exploratory examination of class of drinks.

Online showcasing can fundamentally affect the nature and level of client price Sensitivity. Estimating choices, which are key to a brand's promoting technique, rely upon price Sensitivity toward that brand. Sometimes, advertising on the Internet can build price Sensitivity, prompting more serious value contest. **Bakos (1997)** contends that in light of the fact that internet based business sectors decrease client search costs in any event, for separated products, they are probably going to build contest among venders and lead

to lower costs. This is by all accounts case on the lookout for books. Amazon.com has prodded critical cost contest in both the Internet and traditional channels (**Wall Street Journal, January 28, 1997**). **Brynjolfsson and Smith (1999)** track down that web-based book and CD retailers acknowledge costs around 9-16% lower on normal than those of offline retailers (notwithstanding, the real scattering of costs were higher on the web). As another model, as indicated by a concentrate by JD Power and Associates in 1998, under a modest amount of the individuals who purchased a vehicle or truck online followed through on sticker cost – about half as numerous as stroll in purchasers.

Shockingly, apparently the internet based medium could likewise hose price Sensitivity by empowering clients to find products that best fit their requirements. **Alba et al. (1997)** recommend that when quality-related data is essential to clients and separated, intelligent retailing could prompt lower price Sensitivity. **Lynch and Ariely (1999)** led tests in a reproduced online wine store to test this theory. They report that value flexibility was lower under test conditions where customers had data on both cost and product quality when contrasted with conditions where customers had data just on cost. **Degeratu, Rangaswamy, and Wu (1999)** utilized decision demonstrating on board information to survey how value reaction in a web-based membership basic food product administration contrasted from value reaction in customary supermarkets. They found lower price Sensitivity online for some product classifications. Moreover, **Choudhury et al. (1998)** view as that while now and again, electronic business sectors assist purchasers with finding better costs, in different cases, they can assist providers with separating cost expenses. **Lee (1998)** reports that an online auto closeout administration in Japan has acknowledged greater costs reliably throughout a significant stretch of time (starting around 1985) than regular auto closeouts. **Cortese and Stepanek (1998)** likewise highlight a few on the online markets that acknowledge greater costs, all things considered, than identical offline cost deciding instruments (e.g., AucNet, Easy Saber). **Clemens et al. (1999)** report that there is wide value scattering—not simply lower costs - in an experimental examination of the web-based travel planner market. Firms ought to be keen on keeping up with low shopper value sensitivity since it upgrades their capacity to separate cost expenses that remain to work on their drawn out benefit (**Shankar and Krishnamurthi 1996**). The impact of a few unique variables on Price Sensitivity has effectively been examined, including: the impact of shopper fulfillment (**Anderson 1996**); the impact of brand dependability (**Krishnamurthi and Raj 1991**); the impact of reference value, buy recurrence, and brand reliability (**Kalyanaram and Minimal 1994**); and the impact of promoting (**Kalra and Goodstein 1998; Krishnamurthi and Raj 1985; Papatla 1995; Wittink 1977**). The initial three studies referred to above zeroed in on the impact of shoppers' post-buy experience on Price Sensitivity, while the last ones zeroed in on the effect of shoppers' pre-buy insight on Price Sensitivity. Accordingly of these investigations, we realize that, regardless of whether previously or after, buy experiences will influence the Price Sensitivity of buyers.

Online learning and classes are progressively turning out to be essential for the training framework around the world. Online channel has made schooling advantageous and effectively available by one and all. Training area in India has been an always developing substance. India has been one of the biggest areas on the planet with regards to advanced education. However on the online and distance courses have been there from quite a while, presentation of the web-based method of taking classes in contrast with the customary eye to eye homeroom approach in colleges and universities have been thought about just over the most recent couple of years in India. With regards to the Indian instructive framework, up close and personal homeroom approach has consistently been the most conspicuously utilized. Commonality and simplicity of utilizing disconnected strategies and absence of necessity for on the online channels of instructing has been the significant obstructions for reception of online channels of training. In any case, in the wake of current COVID-19 pandemic circumstance conduction of online classes at school and college level has been made obligatory by the instructive sheets. **Lokuge et al. (2019)** characterized this transformation interaction as current digitalization, while they stated that advanced cycles for digitalization are more expensive invaluable and more appropriate to associate different partner bunches that limit the hindrances to development. **Tratnik (2017)** indicated significant differences in student satisfaction levels when online classes were compared to face-to-face learning of English as a foreign language. Coronavirus has drawn out an exception change in the instructive framework not just in India yet rather the whole world. Colleges across India just as around the globe have moved to the virtual classes suspending actual study halls. Online training in India is at a beginning phase of advancement. In India, while this change has been a combination of both up-sides and negatives for most private colleges, the public authority schools and colleges are as yet adjusting. While innovation makes things available and simpler, it can additionally be restricting, particularly in India, where numerous understudies face a test as far as access to the web. Studies have identified and examined critical issues affecting quality of online education such as communication, technology, time management, pedagogy, and assessment (**Bassoppo-Moyo, 2006; Conaway, Eston,**

&Schmit, 2005; Ko & Rossen, 2010; Limperos, et al., 2015). This thus prompts issues with participation and investment in on the onlinemeetings, accordingly making the variation of online channels of training a test. In the interim, up close and personal study hall setting can give prompt criticism to personnel individuals and understudies about the nature of example, conveyance, and experience. In a study hall arrangement an educator can notice understudy's non- verbal communication and these non-verbal prompts helps the educator to promptly make change in their encouraging way to deal with best suit the necessities of the understudies. Extra addressing and individualized consideration in homeroom climate to acquire a more nitty gritty thought regarding the understudy's lucidity with ideas being instructed is a significant advantage when contrasted with online channels. What may be effectively seen and drawn closer in the homeroom requires somewhat more examining and sharpness in an internet based class.

Examining and investigating how online classes ought to be planned and orchestrated by taking into thought the understudies' and instructors' point of view ought to be an indispensable piece of building online showing system just as learning. Past research studies have explored understudy's insight and fulfillment toward online learning and up close and personal learning. **Fortune, Spielman, and Pangelinan (2011)** explored 156 understudies who took and selected either an internet learning area or eye to eye learning of the Recreation and The travel industry course at multicultural college in Northern California, United States and found that no measurably huge contrast in learning inclination was found between those taken a crack at the two diverse learning modes. One more concentrate by **Tratnik (2017)** demonstrated huge contrasts in understudy fulfillment levels when online classes were contrasted with eye to eye learning of English as an unknown dialect. Understudies taking the eye to eye course were viewed as more happy with the course contrasted with their on theonlinepartners. With regards to the Indian instructive arrangement, online classes are a recently presented mode of instructing and not something that has been a piece of ordinary classes. Exploring and examining how online classes are being seen and experienced by understudies and resources across various schools and colleges in India will assist instructive specialists with comprehension also, make changes to suit the requirements of both, educators and understudies. Subsequently, instructive organizations and the executives who might be the future deliverers of on the online learning need more comprehension of how understudies just as instructors see and respond to online classes as a learning mode to apply these methodologies most viably. Numerous observational investigations have been led to analyze the nature of on the onlinecourses from different viewpoints. Studies have distinguished and analyzed basic issues influencing nature of online schooling like correspondence, innovation, time man agement, teaching method, and appraisal (**Bassoppo-Moyo, 2006; Conaway, Eston, and Schmit, 2005; Ko and Rossen, 2010; Limperos, et al., 2015**).

There are likewise organiza tions, for example, Quality Matters and Online Learning Consortium that attention on improv ing nature of online schooling in advanced education by giving assets just as openings for joint effort on educational program advancement. Notwithstanding, the writing relating to online schooling needs writing surveys that further orchestrate and coordinate the exact investigations' outcomes and give an integrative report on existing challenges in showing on the onlinecourses. Regularly online instructors should go through the overwhelming undertaking of filtering through the undeniably extending writing to distinguish these issues for themselves (**Mayes, Luebeck, Yu Ku, Akarasriworn, and Korkmaz, 2011**).**Martin et al. (2019)** expressed that, notwithstanding powerful web-based class the board, understudies need an internet based help work area

Price fairness refers to consumers evaluations of whether a vender's cost is sensible, OK and legitimate. The pandemic episode and its after outcomes have prompted changes in buying behavoiur, as shown by a Nielsen examination (**Nielsen, 2020a**).Charging reasonable cost is a vital issue that leads toward fulfillment, it assists with creating consumer loyalty and dependability. **Kotler and Armstrong (2013)** revealed that cost is the measure of cash traded for an product or administration, or the amount of the qualities that clients trade for the advantages of obtaining the product or administration. **Zeithaml et al. (1996)** expressed that the client's apparent cost can be considered as what is surrendered or forfeited to get an product or administration. The cost of a help can altogether impact impression of value and fulfillment (**Zeithaml 2012**).Consumer loyalty is straightforwardly affected by value insights while in a roundabout way through the view of value reasonableness. The value decency itself and the manner in which it is fixed and offered extraordinarily affect satisfaction.The view of a reasonable value contrasts among people; in any case, the impression of how quality is related with cost, is somewhat normal. Despite the fact that promoting endeavors attempt to persuade shoppers in any case, low guidelines or nature of an assistance are generally connected with low cost as well as the other way around top notch or elevated requirements are related with exorbitant cost. Most private colleges charge a somewhat exorbitant cost for their

administrations, consequently the understudy naturally expects that the person in question will get an excellent guidelines administration. Data including cost and nearby positioning for most Syrian private colleges can be viewed as on the web, along these lines understudy fulfillment can be affected not just by their preferred understudy contrasting the cost of college to different foundations yet by looking at the additional administrations being offered somewhere else at various value offering. In this review, the understudy's apparent cost is the thing that is given or forfeited to accomplish instructive administrations.

REVIEW OF LITERATURE

PRICE SENSITIVITY

Price Sensitivity is how much the cost of an product influences customers' buying practices. As a rule, it's the manner by which request changes with the adjustment of the expense of products. The Price Sensitivity of an product differs with the degree of significance shoppers put on value comparative with other buying models. Certain individuals might esteem quality over value, making them less helpless to Price Sensitivity. For instance, clients looking for top-quality merchandise are regularly less value touchy than deal trackers; thus, they're willing to pay more for a great product.

Price Comparison and Price Sensitivity : Value discernment altogether impacts a purchaser's decision to purchase a thing. The impression of cost explains information about a thing and gives a significant importance to the customers (Kotler and Keller, 2016). Along these lines, cost is a huge factor in the purchasing decision, especially for things that are sometimes purchased, and hence, impacts the choices of which store, thing, and brand to decry (Faith and Agwu, 2014). Buyers are entirely sensible with respect to judging what benefits they wish to get from buying things or organizations they pay for (Al-Mamun and Rahman, 2014). The expense of a thing is isolated into three estimations: sensible expense, fixed expense, and relative expense. Sensible worth suggests the difference in a worth that offers a mix of significant worth besides, reasonable organizations at a reasonable worth (Kotler and Keller, 2016). Fixed expense is a set expense for all buyers (Kotler and Keller, 2016). Relative expense is the worth set according to the quality and organization given by the vendor (Kotler and Armstrong, 2014).

H1: Price Comparison has a direct and positive influence on Price Sensitivity.

Price Emphasis and Price Sensitivity : During the boundless and free trade competition, companies contending in the commercial center should put forth extraordinary attempts to build up and keep up with upper hand assuming they need to endure, succeed and develop (Hamel and Prahalad, 1993; Porter, 1985, 2008). For this situation, market citations should comprise of sensible costs, great quality and great administrations (Aaker, 1992, Kotler and Keller, 2006). In these cases, it is seen that evaluating is a significant part that makes firms gain upper hand. As an issue of guideline, it is accepted that cost is an impact in the shopper's dynamic interaction (Gijbrecchts, 1993). When considered according to a customer's perspective, the cost shows the sum shoppers should surrender to purchase merchandise/administrations (Zeithaml, 1988). Numerous customers view the cost as a quality sign that mirrors their traditional keenness that "you get what you pay for" (Erickson and Johansson, 1985). As indicated by Zeithaml (1988), purchasers can't recall genuine product costs. All things considered, purchasers systematize the cost in a way that is significant to them. In addition, the cost might be seen as financial penance as a proportion of capacity to pay. This implies that, buyers should change their financial penances with offers when they assess the products. If customers see that proposition are acceptable worth, that is, they will assess the cash they need to pay, and they will actually want to get it (Cram, 2008; Zeithaml, 1988).

H2 : Price Emphasis has a direct and positive influence on Price Sensitivity.

Innovativeness and Price Sensitivity : Price Sensitivity may likewise be fluctuated to the innovativeness of the products. Trend-setters appear to be less value touchy than later purchasers, for example early greater part, late larger part and loafers. Trailblazers assume a significant part in the dissemination of the products (Foxall, 1984). Pioneers normally impact the later purchasers as assessment pioneers (Gatingnon and Robertson, 1991). Purchaser pioneers are the soonest purchasers of new products. Their job in the dispersion interaction is significant in light of the fact that they give income and

input to firms who dispatch new products; they impact the spread of the new product to later purchasers by means of verbal; and their dismissal of another product might spell its death (Foxall, 1984; Gatignon and Robertson, 1991; Kotler, 1994). A lot of examination has been given to depicting and clarifying imaginative conduct (Rogers, 1983), and a few sound experimental speculations have been proposed. Goldsmith and Flynn (1995) give a short outline of a lot of these discoveries. Inventiveness is area explicit; that is, buyers will in general be trend-setters for explicit product classifications. Trailblazers are believed to be assessment pioneers, yet additionally more proficient with regards to new products, more associated with the product class, have more prominent media openness, and are heavier clients of the product classification .

H3 : Price Innovativeness has a direct and positive influence on Price Sensitivity.

Service Quality and Price Sensitivity : As per Tuha Munnukka, University of Jyväskylä, Finland- a client's Price Sensitivity can be fundamentally clarified by a client's degree of fulfillment to administrator's administration in regards to versatile assistance. He added that serious and low-end clients are generally delicate to value changes while moderate clients are less touchy. In a two-part tariff, consumers pay both an access price for having access to the service and a usage price for the quantity used (Brown and Sibley, 1986). Additionally, a client's Price Sensitivity can be essentially clarified by a client's value discernment. Insight is the interaction by which individuals make an interpretation of tactile impressions into a lucid and bound together perspective on their general surroundings. We can likewise characterize that discernment is the cycle by which clients select, arrange, and decipher data to shape a significant shadow of the pertinent things. Identified with value insights and reception of developments, Goldsmith and Newell (1997) viewed shopping trend-setters as less value delicate than loafers.

H4 : Service Quality has a direct and positive influence on Price Sensitivity.

Online Customers and Price Sensitivity : Buyers are becoming onlinebased purchasers because of the quicker development of the web-based from one side of the planet to the other. It is more helpful for the internet based purchasers to think about the items presented by the different web-based dealers. It decreases the quest cost for clients, worked with somewhat by onlineshop bots, for example, google.com, limits cost variety among the internet based sellers and eventually expands the opposition (Bakos, 1997). In contending with low client search costs, numerous web-based sellers offer surprising low costs to draw in their clients expecting that clients would purchase items from the merchant who offers the most reduced value (Baker, et al., 2001). However it is known to all that not very many Internet sellers can get by embracing these minimal expense systems (Mahajan, V., Srinivasan, and Wind, 2002). Thus, a large number of the web-based retailers petitioned for financial protection and close their operations. This is on the grounds that exceptional value rivalry disallowed them from creating enough profits. In hate of the presence of extremely low costs, the investigation additionally discovered that even value touchy clients don't generally buy items from online sellers that offer the least costs (Smith and Brynjolfsson, 2001). Estimating is a basic choice for any business, and particularly so for Internet merchants. Another examination observed that trust is a non-value characteristic which has a more grounded impact than value discernment on web-based buy expectation.

H5 : Online Customers has a direct and positive influence on Price Sensitivity.

Brand Image and Price Sensitivity : Sangadji and Sopiah (2013) portray brand picture as a bunch of recollections about a brand—be it certain or negative—in the personalities of buyers. The recollections of a brand might comprise of the item credits and saw advantages to the buyers. Brand is a helpful unitary picture (Tajdar et al., 2015). Bian and Moutinho (2008), Li et al. (2011), and Zhang (2015) clarified that brand picture is significant in light of the fact that it impacts a shopper's choice to buy and his/her purchasing conduct. Shoppers ordinarily don't have the opportunity to acquire full information about an item while settling on a choice; hence, buyers regularly depend on the brand picture as an extraneous signal to settle on a buy choice (Lin, 2007; Duranni et al., 2015; Akkucuk dan Esmaeili, 2016) According to Marta (2016), most of buyers like to purchase items/benefits that are marked as a brand addresses an image of value. Further, Djatmiko and Pradana (2015) demonstrated that a brand altogether impacts buying choices.

H6 : Brand Image has a direct and positive influence on Price Sensitivity.

Buying Behaviour of Online Education Courses

Online courses are the cutting edge variant of courses: you can make and share learning content in a coordinated manner that permits clients to advance in their comprehension of a specific theme. It comprises essentially on an educational program, or study plan, coordinated in units. Online courses can incorporate recordings, pictures, text and hyperlinks. You can share them effectively with a connection or send a greeting email to the clients.

Content and instructional Strategies and Online Education Courses : Focusing on standards of andragogy, content in online courses ought to be student focused (**Chametzky, 2014; Luyt, 2013**). Cooperation with peers is one more procedure to improve learning and engagement in web-based courses (**Niess and Gillow-Wiles, 2013**). Content ought to incorporate shared exercises which have comparing rubrics itemizing rules for communication and commitment. The accepted procedures suggested for creating content in a web-based course are a mix of communitarian exercises, reflective exercises, clear evaluation models, and coordination of innovation (**Niess and Gillow-Wiles, 2013**). Applying course upgrade methodologies is another successful way for educators to fittingly change their eye to eye courses to on the web courses and effectively coordinate innovation into the internet based courses. Moreover, course overhaul lessens cost and raises consistency standards (**Gilroy, 2006; Spiceland, Spiceland, and Schaeffer, 2015**). Lined up with standards of andragogy, course update systems support the utilization of intuitive learning in on the web settings with the utilization of interactive media apparatuses (**Twigg, 2003**). The joining of online instructional exercises, robotized input, little conversation gatherings, and a strong learning local area to help understudies in content authority are the key components obviously update (**Twigg, 2005**).

H7 : Content and instructional Strategies has a direct and positive influence on Online Education Courses.

Communication Barrier and Online Education Courses : Communication challenges incorporate the viability of faculty communication with language obstructions (**Sherry, 1996**) and communication through different innovative modes (**Limperos et al., 2015; Sundar, 2007, 2008**). The changing job of personnel additionally impacts the communication among workforce and understudies. In an eye to eye homeroom, educators follow understudies' verbal and non-verbal collaborations in the study hall (**Coppola et al., 2001**). It is hard to take these emotional signals when the workforce can't see their understudies' faces (**Crawley et al., 2009**). In an investigation of 20 web-based teachers, **Coppola et al. (2001)** viewed as that there were not suitable input strategies set up and what was set up was like courses in the arrangement of prior distance or correspondent schooling. In communication courses, input is given through ordinary (snail) mail and generally not quite so convenient as important for remedial measures. Online staff should be OK with the innovation and how to utilize it to be fruitful. In this manner, it becomes important to give adequate preparing to personnel on the most current innovations just as connecting with them in the advancement of online classes. One more gathering of scientists drew upon mass communication hypotheses and inferred that web-based talks conveyed through multimodal designs counting sound and text made more certain understudy encounters as looked at with addresses offered through just a single mode (**Limperos et al., 2015**).

H8 : Communication Barrier has a direct and positive influence on Online Education Courses.

Teaching Style and Online Education Courses : While prior asset difficulties like innovation, workforce, and staff accessibility are at this point not desperate (**Crawley et al., 2009**), there remains regions to be tended to, for example, powerful instructing style. In 2001, analysts concocted seven standards for successful internet showing which were adjusted from longstanding up close and personal standards. These standards incorporate great staff understudy communications, setting assumptions for collaborations, and, the all-encompassing topic of the seven standards, the assumption for cooperation both among staff and understudies and understudies and their friends (**Graham, Cagiltay, Lim, and Craner, 2001**). Compelling correspondence is one more part of that association as well as ideal criticism to understudies. Different ideas for further developing internet based educators' showing viability is to utilize different e-learning techniques and procedures, like powerful introductions, research center instructional exercises, reproductions, theoretical conversations, association and collaboration with understudies to help their action, investigation, and information improvement (**Juan et al., 2011**). It is vital that educators utilize the instruments gave yet in addition think about how best to introduce the ideas for the best understudy

learning results. The instructor is the absolute most significant factor in deciding understudy achievement in an online class (Tunks, 2012). The teacher's capacity to convey, structure community, and convey the suitable illustration viably has a significant effect in understudy learning results. It is additionally proposed that the connection that takes place among personnel and understudies assumes a significant part in the achievement of on the web learning.

This communication should be on a human level, which means setting up a relationship and the capacity to interface with understudies and assist them with feeling as a piece of the class. Buckenmeyer et al. (2011) and Cutri and Mena (2020) expressed the significance of the faculty ability for online education that emphatically upgrade upper hand on the lookout.

H9 : Teaching Style has a direct and positive influence on Online Education Courses.

Instructor Prepration Program and Online Education Courses : The other issue is that teachers of online training planning projects may not realize how to get ready teachers for progress from the customary up close and personal preparing to the on the web instructing (Baran, Correia, and Thompson, 2011). One of the difficulties recognized in various investigations is the way that educators are bringing their customary styles of instructing to on the web and that it doesn't have all the earmarks of being working (Coppola et al., 2001). In this way, the worry is that there ought to be one more way of looking at internet showing draws near and online workforce planning programs considering new techniques to support advancing better training for understudies.

H10 : Instructor Prepration Program has a direct and positive influence on Online Education Courses.

Student versus Faculty focus classes and Online Education Courses : As per the changing job of the faculty is the concentration from eye to eye educator centered and drove homerooms to the more understudy drove or understudy centered study halls in the internet based climate. Thusly, the talk configuration of the conventional homeroom is less inclined to work online as the conveyance of the substance should be acclimated to satisfy the need of an advancing intelligent climate (Kember and Kwan, 2000). Different issues incorporate the equilibrium that should be struck between giving "fancy odds and ends" of the innovation (Fein and Logan, 2003, p. 47) and the substance important to survey understudy learning results. As Fein and Logan (2003) recommended, the "fancy odds and ends" don't really give the best results to understudies who may be quickly drawn offtrack by the recordings, illustrations, and other such innovations inside the class, hence losing the chance to participate in the class conversations that may give learning. These contemplations bring about the need to grow similar degree of assets in the plan of the class and innovation support (Edge and Loegering, 2000) as keeping up with the internet based presence and showing the class. All things considered, educators frequently find showing on the web courses additional time devouring than face -to- face courses.

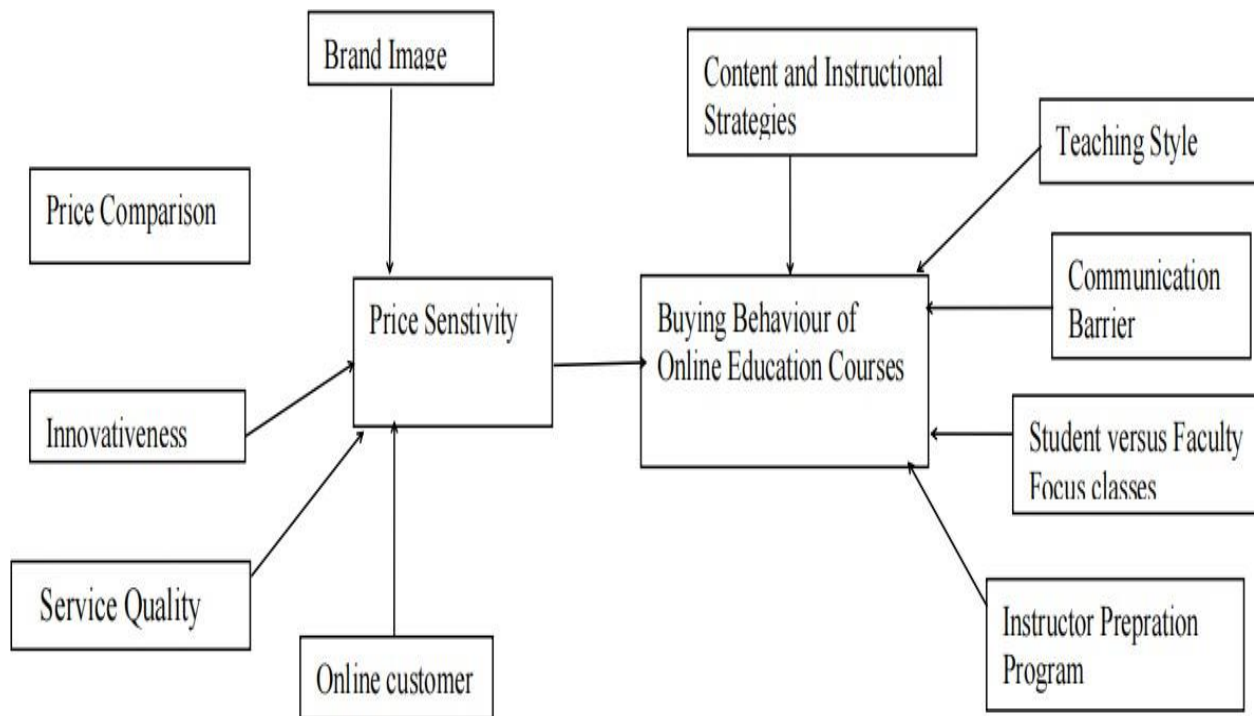
H11 : Student versus Faculty focus classes has a direct and positive influence on Online Education Courses.

Price Sensitivity and Buying Behaviour of Online Education Course : Customers are becoming web based purchasers because of the quicker development of the web-based courses from one side of the planet to the other. It is more helpful for the internet based purchasers to think about the items presented by the different web- based course venders. It lessens the quest cost for clients, worked with somewhat by web shop bots, for example, google.com, limits cost variety among the internet based merchants and eventually expands the opposition (Bakos, 1997). In rivaling low client search costs, numerous web-based course merchants offer surprising low costs to draw in their clients expecting that clients would purchase items from the seller who offers the least value course (Baker, et al., 2001). However it is known to all that not very many Internet sellers can get by embracing these minimal expense systems

(Mahajan, V., Srinivasan, and Wind, 2002). Accordingly, a large number of the internet based retailers petitioned for financial protection and close their operations. This is on the grounds that exceptional value rivalry denied them from producing enough profits. In hate of the presence of extremely low costs, the investigation likewise discovered that even value delicate clients don't generally buy online courses from online merchants that offer the most reduced costs (Smith and Brynjolfsson, 2001).

H12 : Price Sensitivity has a direct and positive influence on Buying Behaviour of Online Education Courses.

CONCEPTUAL MODEL



OBJECTIVES

- To identify factors of price sensitivity and Buying Behaviour of online education courses.
- To assess the influence of price sensitivity on the Buying Behaviour of Online Education Courses.

RESEARCH METHODOLOGY

The research contained the detailed study of the primary and secondary dataset, related to various impact of price sensitivity on buying behaviour of online education courses in the Malwa Region of Punjab. The primary dataset has direct opinions of consumers through online designed questionnaires, so as to understand their behavioral pattern. A well-defined structured questionnaire was administered to the people for the survey purpose. The sampling technique used in this study is probability and the sampling method was convenience sampling. We created a Google form for questionnaire and circulated it in 800 people out of which we got 750 responses, after screening the data we have taken was 600 responses, as our sample for project. We analyzed the data on the basis of different parameters like simple percentage analysis, tabular and chart presentation. The secondary dataset took into account the triangulation method, i.e. a thorough study of different methodologies adopted by researchers to study the concept of buying behaviour of online education courses through studying the extensive reviews of literature.

INSTRUMENTAION

The questionnaire comprised of certain questions related to buying behaviour of online education courses were asked. The questionnaire consisted of 50 questions related to consumer perception identification. The questionnaire was developed using multi-item scale, five-point Likert scale, checkboxes, time zone box, etc.

SOURCES OF DATA

Data was collected through primary and secondary data sources.

- Primary Data- Primary data is collected with the help of online designed structured questionnaire.
- Secondary Data- Secondary data is collected with the help of published journals, websites.

TARGET POPULATION

In general, the study has no specified age limit, but the population represented the Residents of Punjab, India.

SAMPLING SIZE AND SAMPLING TECHNIQUE

A sampling technique is the identification of the specific process by which the entities of the sample have been selected. We took Sample size of 600 people. In this research we have used simple random probability sampling method for the easiness of data collection and respondents are selected from different descriptive profiles.

- **Sample Size**
 - Method 1** - 10 to 11 Research Papers with there average size .
 - Will collect 10 -11 reaserch paper to find out sample from them and calculate the average.
 - Method 2** - Sample size calculator
 - This calculator computes the minimum number of necessary samples to meet the desired statistical constraints which is **385**.
- **Sampling Technique**
 - Quota plus convinient plus judgemental sampling - sample size / No. Of district
- **Data collection** - Primary
- **Test Used** - Factor analysis and multiple Regression
- **Type of research**
 - Descriptive
- **Sampling Frame Malwa Region of Punjab** The following districts are classified as Malwa:
 - Firozpur
 - Faridkot Fazilka
 - Shri Muktsar Sahib Moga
 - Bathinda Barnala Mansa Sangrur Patiala
 - Fatehgarh Sahib
 - Rupnagar (formerly Ropar)
 - Mohali district (officially SAS Nagar district) Malerkotla
 - Ludhiana

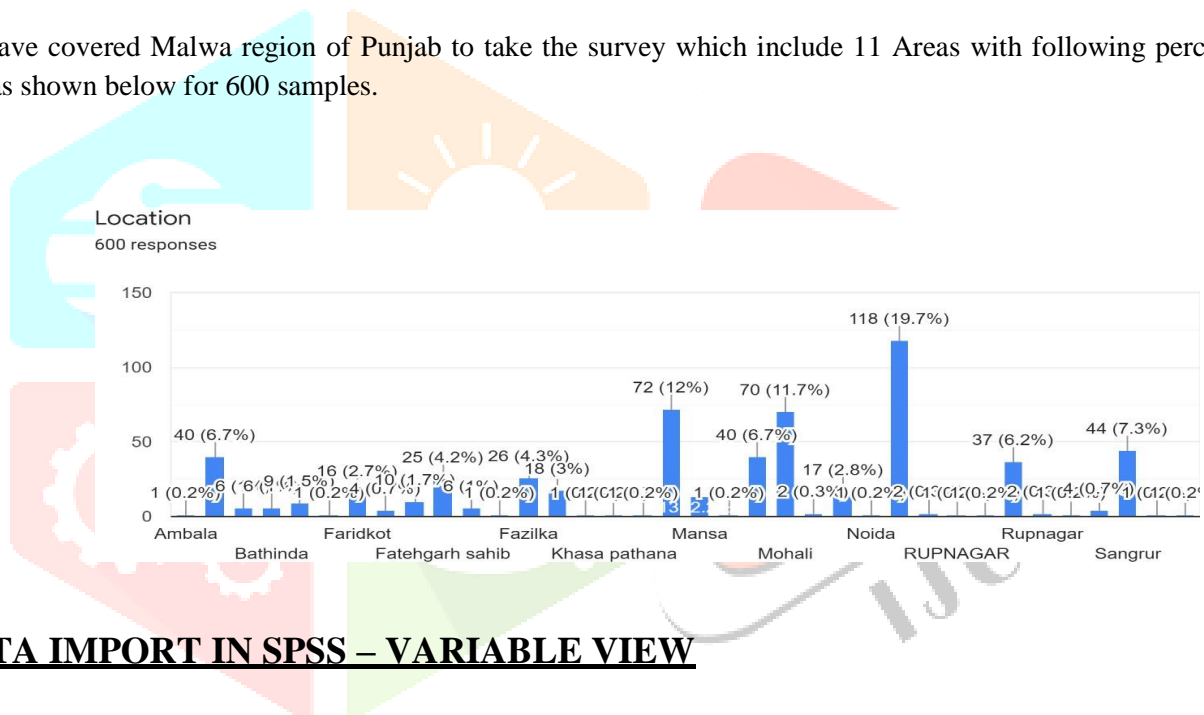
DESCRIPTIVE ANALYSIS

DATA ANALYSIS

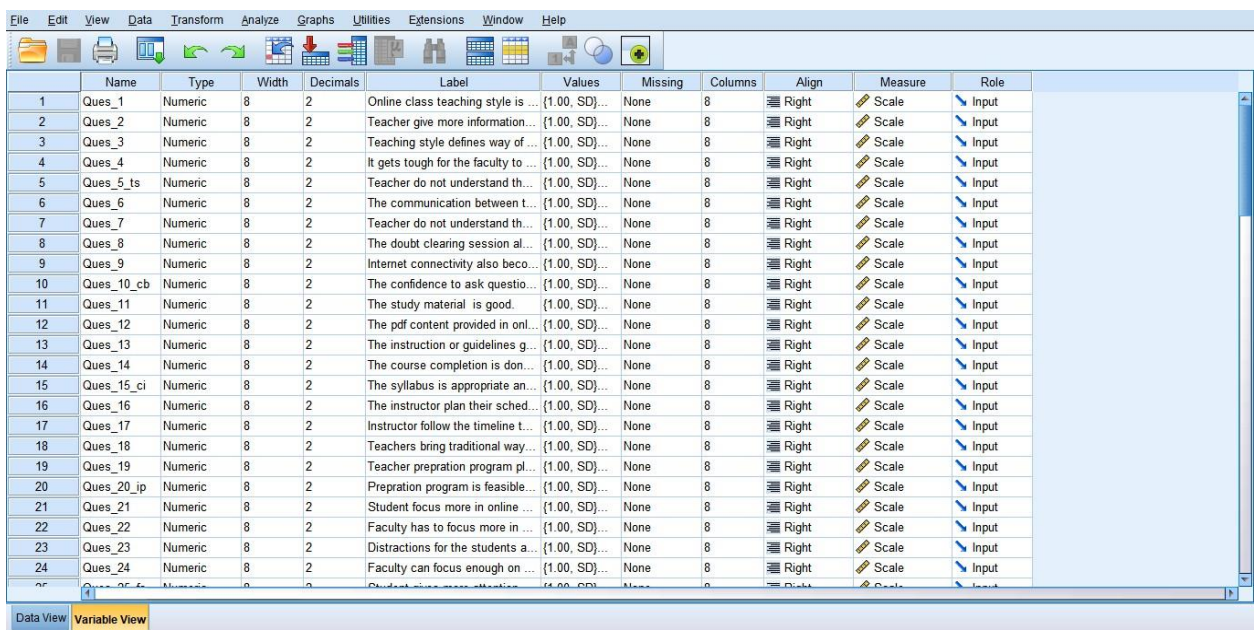
Various statistical tools were taken into consideration to determine the causal-effect relationship between different variable and to understand their co-relation. Extensive data analysis and research formulated the core of this research segment. We analyzed the data based on different parameters like simple percentage analysis, tabular and chart presentation. SPSS, Google forms analytics, MS Excel & Tableau software was used to analyze the respondent's answers. Then we have used descriptive statistic to provide summaries about the data & its measures. Thus, the final analysis of data was done through SPSS we have analyzed its normality as well as also performed different test and used Factor analysis and Multiple regression technique.

We have taken total sample of 1000 candidates and analyzed the survey accordingly.

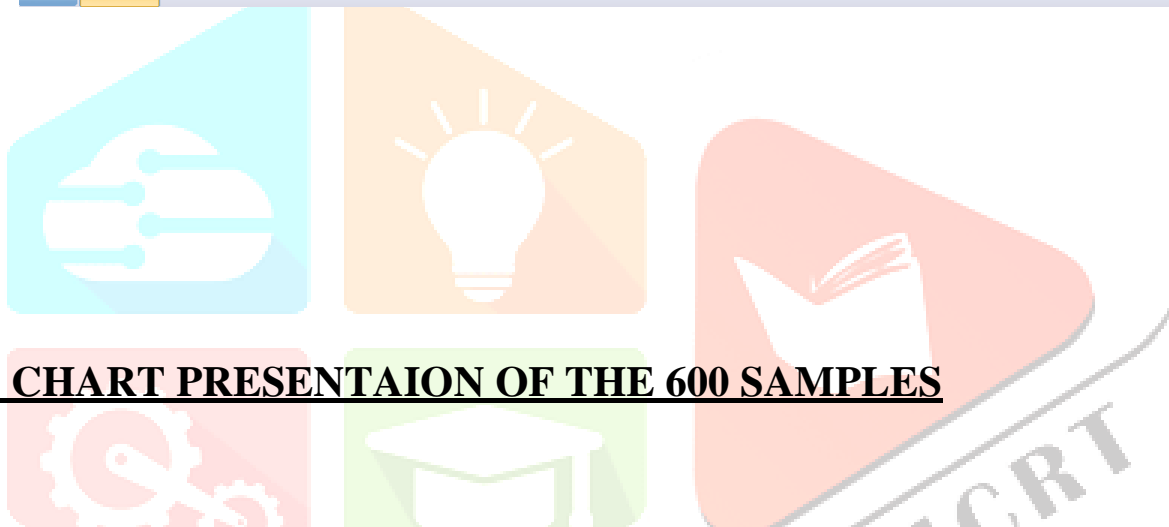
We have covered Malwa region of Punjab to take the survey which include 11 Areas with following percentage of data as shown below for 600 samples.



DATA IMPORT IN SPSS – VARIABLE VIEW

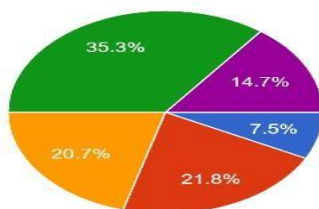


	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
40	Ques_40_bi	Numeric	8	2	Brands needs to work on quali...	{1.00, SD}...	None	8	Right	Scale	Input
41	Ques_41	Numeric	8	2	Online courses is a innovativ...	{1.00, SD}...	None	8	Right	Scale	Input
42	Ques_42	Numeric	8	2	Every platform provide different...	{1.00, SD}...	None	8	Right	Scale	Input
43	Ques_43	Numeric	8	2	Innovative education platform ...	{1.00, SD}...	None	8	Right	Scale	Input
44	Ques_44	Numeric	8	2	Online platform charge more b...	{1.00, SD}...	None	8	Right	Scale	Input
45	Ques_45_i	Numeric	8	2	You compare Online platform...	{1.00, SD}...	None	8	Right	Scale	Input
46	Ques_46	Numeric	8	2	Online customer are less likel...	{1.00, SD}...	None	8	Right	Scale	Input
47	Ques_47	Numeric	8	2	Customer service is as good a...	{1.00, SD}...	None	8	Right	Scale	Input
48	Ques_48	Numeric	8	2	Offer matters alot to you as a ...	{1.00, SD}...	None	8	Right	Scale	Input
49	Ques_49	Numeric	8	2	Education courses are more li...	{1.00, SD}...	None	8	Right	Scale	Input
50	Ques_50_oc	Numeric	8	2	Price sensivity is a major con...	{1.00, SD}...	None	8	Right	Scale	Input
51	Ts_mean	Numeric	8	2	Teaching style	None	None	8	Right	Scale	Input
52	Cb_mean	Numeric	8	2	Communication Barrier	None	None	8	Right	Scale	Input
53	Cs_mean	Numeric	8	2	Content and Instruction Strategy	None	None	8	Right	Scale	Input
54	Ip_mean	Numeric	8	2	Instruction Prepration Program	None	None	8	Right	Scale	Input
55	Fc_mean	Numeric	8	2	Student vs faculty focus classes	None	None	8	Right	Scale	Input
56	Ps_mean	Numeric	8	2	Price sensivity	None	None	8	Right	Scale	Input
57	Pc_mean	Numeric	8	2	Price comparison	None	None	8	Right	Scale	Input
58	Sq_mean	Numeric	8	2	Service and Quality	None	None	8	Right	Scale	Input
59	Bi_mean	Numeric	8	2	Brand Image	None	None	8	Right	Scale	Input
60	Ii_mean	Numeric	8	2	Innovativeness	None	None	8	Right	Scale	Input
61	Oc_mean	Numeric	8	2	Online Customer	None	None	8	Right	Scale	Input
62	Bb_mean	Numeric	8	2	Buying Behaviour	None	None	8	Right	Scale	Input
63											
64											



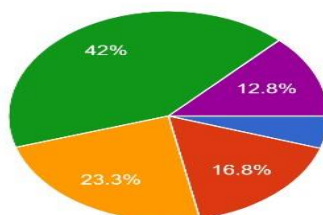
PIE CHART PRESENTAION OF THE 600 SAMPLES

Online class teaching style is more comfortable.
600 responses



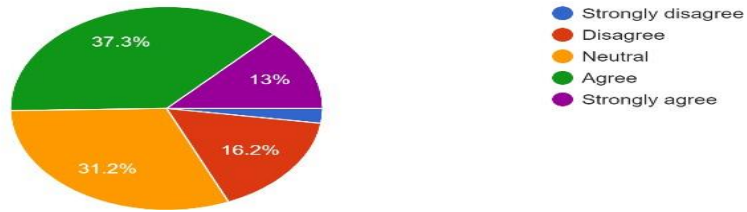
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Concept gets more clear in online classes.
600 responses

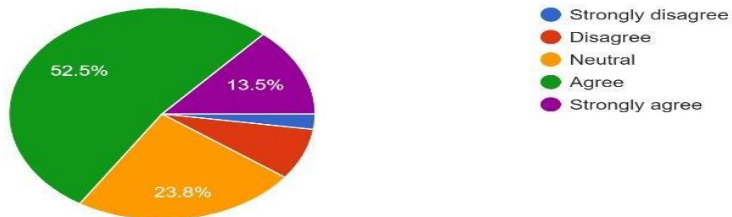


- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

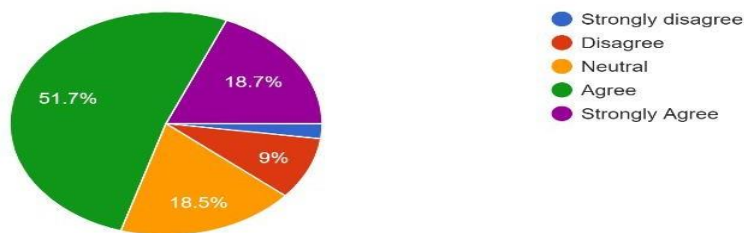
Teacher give more information in online classes.
600 responses



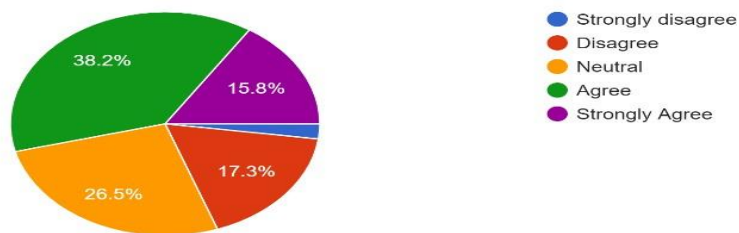
It gets tough for the faculty to teach in online classes.
600 responses



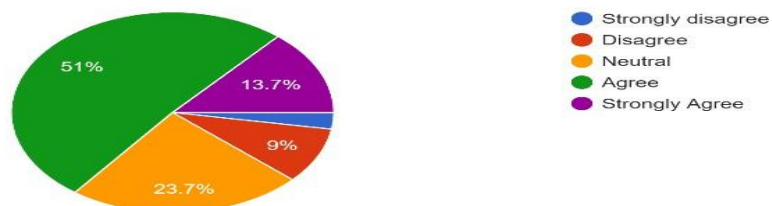
Teaching style defines way of understanding level.
600 responses



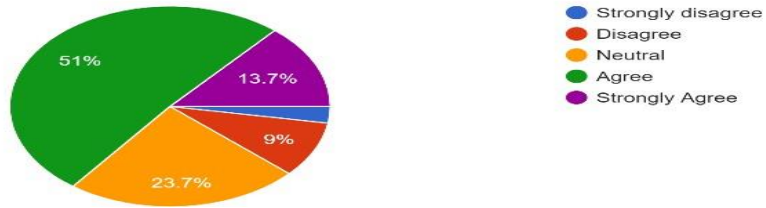
The communication between the teacher and student is more.
600 responses



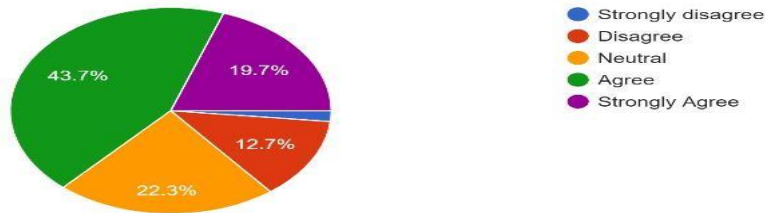
Teacher do not understand the potential of the student in online courses.
600 responses



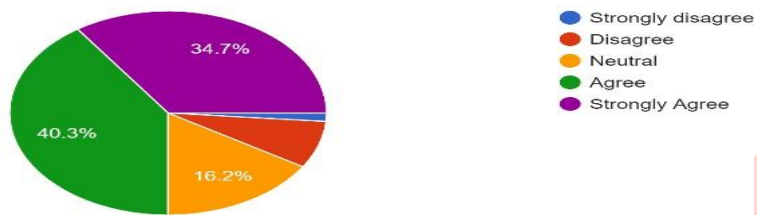
Teacher do not understand the potential of the student in online courses.
600 responses



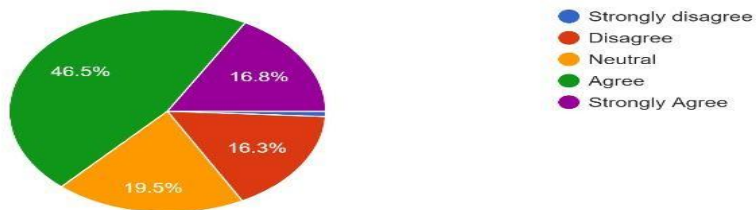
The doubt clearing session also gets limited.
600 responses



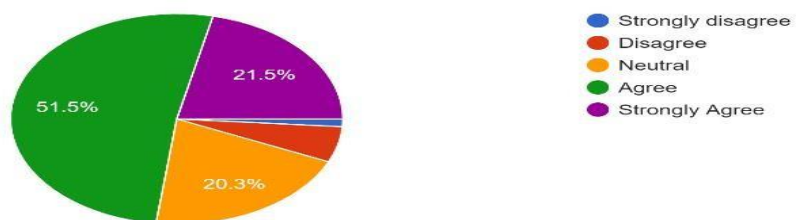
Internet connectivity also becomes an issue for communication hindrance.
600 responses



The confidence to ask question in real life gets low.
600 responses

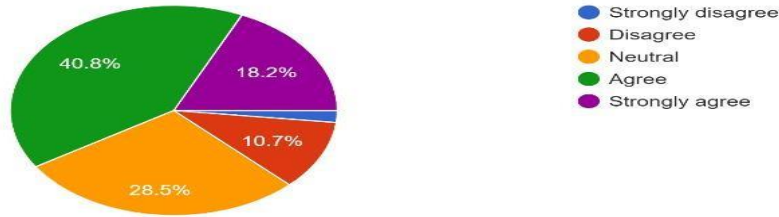


The study material is good.
600 responses



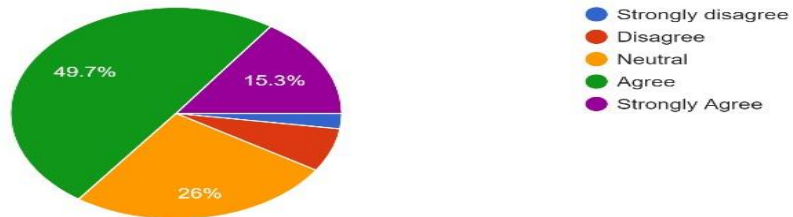
The pdf content provided in online courses is better than offline notes.

600 responses



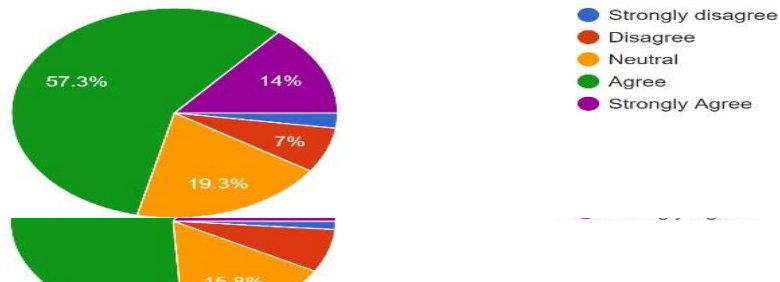
The instruction or guidelines given by the faculty in the beginning of the course is adhered.

600 responses



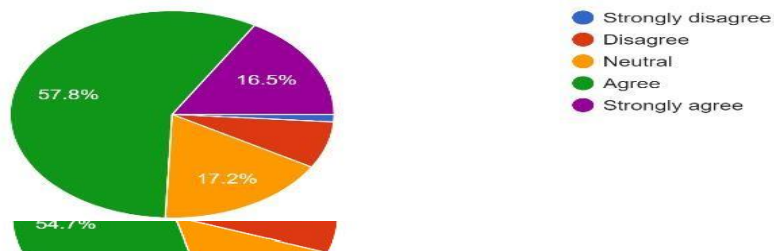
The course completion is done on prescribed time.

600 responses



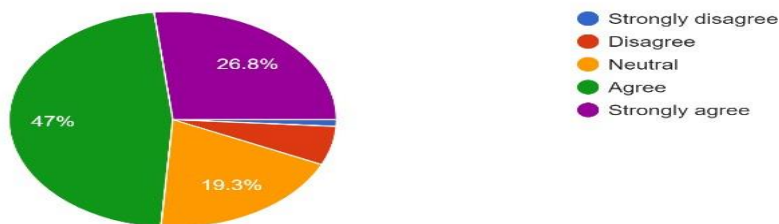
The syllabus is appropriate and close to the subject.

600 responses



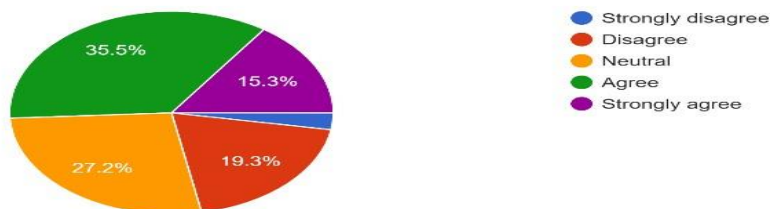
Distractions for the students are more in online courses.

600 responses

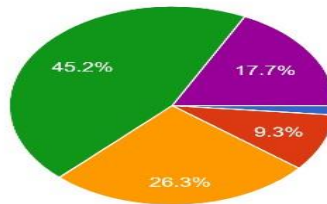


Student gives more attention and given priority to teacher in online classes.

600 responses

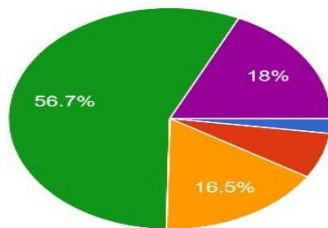


Companies provide the same service as they claim,
600 responses



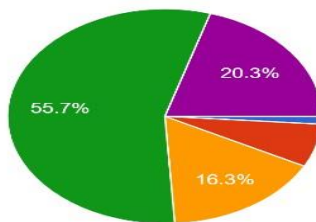
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

You consider brand image before buying online course.
600 responses



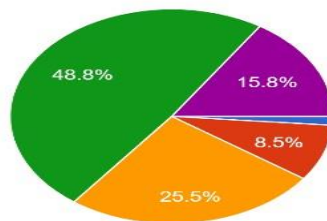
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Online courses is a innovative idea to digitalize education in good pricing.
600 responses



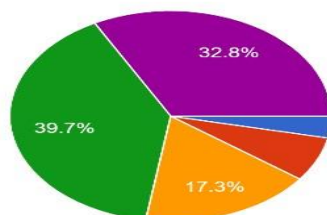
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Education courses are more likely to attract online customer who are less price concerned.
600 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Price sensivity is a major concern for Online customers.
600 responses



- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

FACTOR ANALYSIS AND NORMALITY CHECK THROUGH SPSS

SPSS is a broadly involved program for factual investigation in friendly science. It is likewise utilized by economic specialists, wellbeing scientists, study organizations, government, instruction analysts, showcasing associations, information excavators, and others.

FACTOR ANALYSIS

Kaiser-Meyer-Olkin test in factor analysis shows that how adequate is our data. Here, in above table the KMO value is .855 which means that sampling of Impact of price sensitivity on buying behaviour of online education course in Malwa region of Punjab data is adequate and the KMO statistics confirm the sampling adequacy for the further study of variable.

► **Factor Analysis**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	16378.177
	df	1225
	Sig.	.000

VARIANCE TEST

Communality is the proportion of common variance within a variable. Initially communality is assumed to be 1. After extraction, the true communalities can be judged better. The table mentioned below tells us the values associated with communality of data associated with our research. Below table gives a statistical idea about how much the variations are present in the dataset. The extraction method used was Principal Axis Factoring.

Communalities			Ques_26	.369	.437
	Initial	Extraction	Ques_27	.357	.376
Ques_1	.605	.689	Ques_28	.336	.405
Ques_2	.554	.597	Ques_29	.301	.310
Ques_3	.628	.723	Ques_30_pc	.375	.380
Ques_4	.422	.343	Ques_31	.362	.431
Ques_5_ts	.534	.543	Ques_32	.384	.419
Ques_6	.399	.442	Ques_33	.362	.448
Ques_7	.387	.402	Ques_34	.328	.315
Ques_8	.453	.521	Ques_35_sq	.362	.380
Ques_9	.528	.636	Ques_36	.385	.397
Ques_10_cb	.412	.490	Ques_37	.429	.444
Ques_11	.405	.440	Ques_38	.401	.446
Ques_12	.330	.426	Ques_39	.384	.379
Ques_13	.451	.481	Ques_40_bi	.400	.400
Ques_14	.449	.524	Ques_41	.370	.377
Ques_15_ci	.419	.437	Ques_42	.329	.328
Ques_16	.393	.386	Ques_43	.379	.449
Ques_17	.374	.358	Ques_44	.410	.441
Ques_18	.344	.416	Ques_45_i	.437	.437
Ques_19	.396	.369	Ques_46	.369	.348
Ques_20_ip	.410	.459	Ques_47	.368	.365
Ques_21	.347	.388	Ques_48	.434	.489
Ques_22	.308	.312	Ques_49	.416	.454
Ques_23	.302	.401	Ques_50_oc	.439	.459
Ques_24	.307	.341			
Ques_25_fc	.313	.374			

Extraction Method: Principal Axis Factoring.

TOTAL VARIANCE EXPLAINED

There is the extraction of 11 components which explained total of 42.223% variance. From 1 to 11 components variance is in descending order. First component explained 6.228% variance after rotation. Second component explained 12.188% variance after rotation. Third component explained 17.531% variance after rotation while the fourth has 21.566%, fifth has 25.497%, sixth has 29.246% and seventh has 32.861% variance and show on as shown in the below table.. This means 11 factors have been extracted and these seven factors are essential for further study through principle component analysis.

Factor	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.568	15.137	15.137	7.017	14.033	14.033	3.114	6.228	6.228
2	4.981	9.961	25.098	4.465	8.930	22.963	2.980	5.960	12.188
3	3.454	6.907	32.005	2.843	5.685	28.649	2.671	5.343	17.531
4	2.079	4.158	36.164	1.473	2.946	31.595	2.017	4.035	21.566
5	1.893	3.786	39.950	1.274	2.547	34.142	1.966	3.931	25.497
6	1.659	3.318	43.267	1.242	2.485	36.627	1.874	3.749	29.246
7	1.385	2.770	46.038	.809	1.617	38.244	1.808	3.615	32.861
8	1.315	2.629	48.667	.737	1.475	39.719	1.790	3.581	36.442
9	1.250	2.500	51.167	.713	1.426	41.145	1.455	2.910	39.352
10	1.121	2.242	53.409	.571	1.143	42.288	1.372	2.744	42.096
11	1.004	2.008	55.417	.468	.935	43.223	.563	1.127	43.223

FACTOR TRANSFORMATION MATRIX

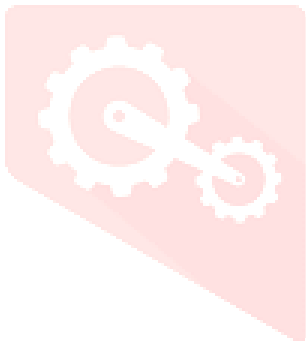
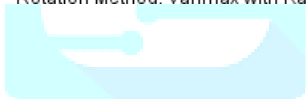
The factor transformation matrix depicts the particular turn applied to your factor arrangement. This grid is utilized to process the turned variable network from the first (unrotated) factor lattice. We have extracted this through Principal Axis Factoring and Rotation method used is Varimax with Kaiser Normalization.

Factor Transformation Matrix

Factor	1	2	3	4	5	6	7	8	9	10	11
1	.431	.520	.334	.399	-.041	-.015	-.021	.365	.307	.207	.026
2	-.535	.390	-.489	.276	.144	.139	.087	.237	.221	-.302	-.042
3	.148	-.096	.102	-.002	.560	.574	.552	-.013	-.055	.083	.021
4	.025	.049	.068	-.099	.805	-.350	-.454	.038	-.006	-.068	.014
5	.136	.011	-.239	.087	.086	-.703	.636	-.024	-.063	.074	.016
6	-.455	.032	.753	.005	-.018	-.168	.241	.015	.000	-.363	-.079
7	.111	-.212	-.049	-.593	-.055	-.027	.102	.621	.396	-.172	.052
8	.004	.446	.004	-.462	.006	.009	.084	-.578	.481	.082	-.089
9	-.416	-.363	.065	.164	.070	-.067	-.018	.050	.419	.675	-.142
10	-.268	.242	.054	-.204	-.017	-.002	.026	.090	-.217	.311	.820
11	.149	-.360	-.002	.339	.015	-.015	-.026	-.278	.489	-.359	.536

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.



DESCRIPTIVE STATISTICS

A descriptive statistics is a rundown measurement that quantitatively portrays or sums up highlights from an assortment of data, while unmistakable insights is the most common way of utilizing and examining those measurements.

➔ NPar Tests

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Ques_1	1000	3.5810	.92536	1.00	5.00
Ques_2	1000	3.5230	.91996	1.00	5.00
Ques_3	1000	3.5810	.90568	1.00	5.00
Ques_4	1000	3.7660	.73334	1.00	5.00
Ques_5_ts	1000	3.9020	.68474	1.00	5.00
Ques_6	1000	3.5740	.96304	1.00	5.00
Ques_7	1000	3.7880	.80604	1.00	5.00
Ques_8	1000	3.8300	.78212	1.00	5.00
Ques_9	1000	3.9960	.80910	1.00	5.00
Ques_10_cb	1000	3.8070	.80149	1.00	5.00
Ques_11	1000	3.9040	.71784	2.00	5.00
Ques_12	1000	3.6640	.83893	1.00	5.00
Ques_13	1000	3.8040	.74709	1.00	5.00
Ques_14	1000	3.8160	.81781	1.00	5.00
Ques_15_ci	1000	3.8630	.70621	1.00	5.00
Ques_16	1000	3.1520	1.38594	1.00	5.00
Ques_17	1000	3.2810	1.39570	1.00	5.00
Ques_18	1000	3.2010	1.37058	1.00	5.00
Ques_19	1000	3.1860	1.38684	1.00	5.00
Ques_20_ip	1000	3.1780	1.42139	1.00	5.00
Ques_21	1000	3.1570	1.39222	1.00	5.00
Ques_22	1000	3.2030	1.35928	1.00	5.00

Ques_24	1000	3.2270	1.40337	1.00	5.00
Ques_25_fc	1000	3.1090	1.35387	1.00	5.00
Ques_26	1000	3.2650	1.34409	1.00	5.00
Ques_27	1000	3.2240	1.35634	1.00	5.00
Ques_28	1000	3.1930	1.35188	1.00	5.00
Ques_29	1000	3.2250	1.31076	1.00	5.00
Ques_30_pc	1000	3.2160	1.34654	1.00	5.00
Ques_31	1000	3.6660	.84567	1.00	5.00
Ques_32	1000	3.6920	.86016	2.00	5.00
Ques_33	1000	3.7290	.88337	1.00	5.00
Ques_34	1000	3.6800	.88678	1.00	5.00
Ques_35_sq	1000	3.7690	.83086	1.00	5.00
Ques_36	1000	3.8180	.84118	1.00	5.00
Ques_37	1000	3.7220	.90307	1.00	5.00
Ques_38	1000	3.9270	.93624	1.00	5.00
Ques_39	1000	3.7620	.91989	1.00	5.00
Ques_40_bi	1000	3.7470	.86240	1.00	5.00
Ques_41	1000	3.8390	.85780	1.00	5.00
Ques_42	1000	3.7910	.89337	1.00	5.00
Ques_43	1000	3.7220	.97861	1.00	5.00
Ques_44	1000	3.7370	.93526	1.00	5.00
Ques_45_i	1000	3.6660	.96508	1.00	5.00
Ques_46	1000	3.7030	.89755	1.00	5.00
Ques_47	1000	3.6900	.90483	1.00	5.00
Ques_48	1000	3.8320	.86286	2.00	5.00
Ques_49	1000	3.6760	.88871	1.00	5.00
Ques_50_oc	1000	3.7980	.95084	1.00	5.00

ONE – SAMPLE KOLMOGOROV – SMIRNOV TEST

TO CHECK NORMALITY

We have used One sample Kolmogorov Smirnov test to find the normality of data. We have studied asymp (2 tailed) hence the value is not more than 0.5 hence the Null hypothesis(Normally distributed) is rejected and (Not normally distributed) Alternate hypothesis is accepted.

One-Sample Kolmogorov-Smirnov Test

	Ques_1	Ques_2	Ques_3	Ques_4	Ques_5_ts	Ques_6	Ques_7	Ques_8	Ques_9	Ques_10_cb	Ques_11	Ques_12	
N	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
Normal Parameters ^{a,b}	Mean	3.5810	3.5230	3.5810	3.7660	3.9020	3.5740	3.7880	3.8300	3.9960	3.8070	3.9040	3.6640
	Std. Deviation	.92536	.91996	.90568	.73334	.68474	.96304	.80604	.78212	.80910	.80149	.71784	.83893
Most Extreme Differences	Absolute	.251	.243	.274	.322	.336	.236	.323	.305	.289	.289	.327	.263
	Positive	.177	.171	.192	.255	.289	.159	.245	.243	.232	.228	.275	.197
	Negative	-.251	-.243	-.274	-.322	-.336	-.236	-.323	-.305	-.289	-.289	-.327	-.263
Test Statistic	.251	.243	.274	.322	.336	.236	.323	.305	.289	.289	.327	.263	
Asymp. Sig. (2-tailed)	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Ques_12	Ques_13	Ques_14	Ques_15_ci	Ques_16	Ques_17	Ques_18	Ques_19	Ques_20_jp	Ques_21	Ques_22	Ques_23	Ques_24	Ques_25_fc	Ques_26
1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
3.6640	3.8040	3.8160	3.8630	3.1520	3.2810	3.2010	3.1860	3.1780	3.1570	3.2030	3.2450	3.2270	3.1090	3.2650
.83893	.74709	.81781	.70621	1.38594	1.39570	1.37058	1.38684	1.42139	1.39222	1.35928	1.38162	1.40337	1.35387	1.34409
.263	.313	.332	.358	.189	.199	.174	.196	.185	.198	.192	.181	.185	.175	.186
.197	.251	.250	.288	.146	.141	.154	.157	.137	.130	.148	.128	.131	.136	.129
-.263	-.313	-.332	-.358	-.189	-.199	-.174	-.196	-.185	-.198	-.192	-.181	-.185	-.175	-.186
.263	.313	.332	.358	.189	.199	.174	.196	.185	.198	.192	.181	.185	.175	.186
.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e	.000 ^e

CONCLUSION

In our study it is very much clear that people are quite interested in online courses as they are in trend. There is huge drift of people towards online courses after pandemic. It is perfect time for the online platforms to expand their horizons and target the customers with excited offers and valuable content so that more and more people can take benefits. Since pandemic people had a lot of free time and everybody wanted to improve their skills in order to survive in the competition so online platforms are the best solution for improving skills.

Although people are keen to join the online courses but still they are very hesitant for doing so as they have different opinions about online education. People though now feel that online class teaching style is more comfortable as compared to offline classes but some of them feel that less concepts get cleared in online classes as compared to offline classes. So companies need to work on this issue simultaneously many feel that doubt clearing sessions are less so companies should look after such issues and should start more doubt clearing sessions for students so that every concept gets clear and interaction among student and teacher can be increased.

Internet connectivity is another major issue which is being faced by students which provides hindrance between students and teachers. Both teacher and student need to ensure their strong signal strength so that course can be run smoothly. As online courses are increasing many feel that syllabus is according to the needs and course gets completed on time so this is a big advantage of online courses as they are latest in terms of content and provide current knowledge.

About teaching style companies need to work on this as people are not very much satisfied about teaching style as they feel that teachers still bring traditional methods of teaching in online courses because of which students face problems. So proper training of teachers needed to be done to improve their teaching styles. Students are satisfied with duration of course as course gets completed on time.

Study material provided to students is in understandable language and students find them easy to read but they still find offline material little more in detail so this needed to be looked so that study material which covers whole syllabus can be provided to student.

When it comes to price there is a huge gap as various students find that online courses are expensive the

companies charges more as it is innovative way of studying but prices are high as claimed by students when it comes to discount students find that companies are not coming up with exciting offers they are giving fewer discounts to the students because of which many students do not get to join online courses as most of the them are price sensitive and wants more discounts. Hence companies needs to lower the prices and come up with more discount offers so students can join the online courses.

Students are satisfied with the marketing of the companies but they still thinks that companies need to improve on quality of the courses rather then wasting money on advertisements as students prefer quality of courses. So companies need to work on quality of courses. As online courses is new concept in market so it needs allot of improvements in terms of content, price etc so that students can be satisfied.

MANAGERIAL IMPLICATIONS

Online education in its different modes has been becoming consistently worldwide because of the intersection of new innovations, worldwide reception of the Internet, and strengthening interest for a labor force prepared intermittently for the steadily developing computerized economy. Online training is on target to become standard by 2025. Training can become groundbreaking when educators and understudies blend data across subjects and encounters, basically weigh fundamentally alternate points of view, and consolidate different requests. Instructors can build such potential outcomes by cultivating basic learning spaces, in which understudies are urged to expand their abilities of examination, creative mind, critical blend, inventive articulation, mindfulness. In our capstone we have tried studying hoe this new change in education performing in Punjab and Malwa regions.

Our study in these religions has shown us that online education system are growing and progressing at fast rate. Various people have started taking various online courses to cover their free time and make a proper use of time especially at the times of covid. But there have been various limitations too were Internet connectivity in various of these regions are not stable and has consider as one of the factors which act as the limitation in online education system. As India is still a developing country and not a developed country so internet connectivity to various religions in India is still in process.

Other than Internet connectivity issues Price is the other major reason which affects the decision making while purchasing an online course. People in these regions usually and majorly have low income and therefore doesn't go for high priced course. There preference is more towards less priced course. The people who usually go for the high-priced course usually is affected by the syllabus or the study materiel offered by the company in online educations. From our study we have seen that the major people believe that it is not necessary that only high-priced courses have good study material, and it is just a myth that high priced online education courses or products have good material.

So further in our study we have seen that while making buying decision people have different Behaviour which in teaching style and communication barrier. So before buying an online course many of the customer try taking demo classes or free videos and then make a fair decision on whether to buy the course or not. The study done by us can help manager take various proper decision to make their product more attractive to customers.

LIMITATIONS OF THE STUDY

- As the survey was done during the pandemic situation and also there was time constraints so we were not able to do the survey on broad prospect.
- This survey was conducted in particular region of the state Punjab and in Malwa region. The cities coming under the malwa region was:
Firozpur Faridkot Fazilka
ShriMuktsarSahib Moga
Bathinda Barnala Mansa Sangrur Patiala
FatehgarhSahib Rupnagar(formerlyRopar)
Mohalidistrict(officiallySASNagardistrict) Malerkotla
Ludhiana

So the survey was done via online questionnaire where the responses were not précised as it would be if the survey would have been done offline or say in physical mode.

- Also due to the pandemic situation the secondary datasets like pre-published research works were taken into consideration.
- The study is only related to the Impact of price sensitivity on buying Behaviour of online education courses in the Malwa Region of Punjab and was not be able to be confined on outside the India.
- As the sample size is limited to the geographic location of the Punjab so might be it's not possible to generalize in the world.
- As the online education was the only option for the students to study in pandemic situation so the responses can be in favor of the online courses in majority.
- So after some time when the pandemic situation may vanish, then the Behaviour of interest of people in the online education may vary, therefore the graph can be different at that point of time.

RECOMMENDATION

After doing the survey on the topic and gathering the information for the same we got to know that the online courses are more in use and due to this pandemic situation the online studies got a good hype, so the responses of our survey was more in favor of the buying Behaviour, whereas parallel to this buying Behaviour was also very much affected as the pandemic made

the earning of people slow down but the studies can't be stopped so people were leaning towards the online courses but wherever the price of any course were high, people were getting away.

Knowing everything we recommend that the people who're having money to spend on online courses and have will to study and learn will go to buy the courses, whereas the people who are bound of money and there's money crisis will seek better options as they're not having that much amount to spend.

If there's anyone who wants to do this topic as their survey we will recommend them to do the survey as offline or say face to face interaction because the people who have responded to us were giving their response online via the questionnaire we shared with them, so the response can be bit biased also this survey was done in pandemic situation where online study was the only option for people, but the time at which others may be doing the survey can be different time and then the situation of offline classes may be more and then the buying Behaviour of the online courses may decrease. So better to do the survey offline and also ask the people about the point of view when they were in pandemic whether they used the online courses or not.

This accumulatively will give you idea how the things are actually when the situation is normal or in pandemic and also the people and their interest that how they want the studies to go on, whether in online or offline. The courses are relevant to them or not, whether do they find the course cost effective or not, they price that they are paying for it is good to go or not, also the earning situation of the person varies as in normal days the earning can be different and may vary in pandemic situation.

There were cases that need to be checked like in pandemic situation there were people who opted the online courses and learnt just because they were free in this situation or say they used their free time to learn something. So that may definitely vary in normal situations, as the people in normal days may not have ample of free time to learn new things. So the scenario and the outcome may differ. Also it depends on the geographical region of where the survey is being done as there are many states in India where the people have less usage of gadgets and internet.

So in that case the outcome will also come different. Always know beforehand only that what sort of result will come according to your selected region, if we do the survey in say Delhi or cities like Chandigarh or Mumbai then the outcome will be bit obvious as we know that these cities are where the life is fast and also the people out there are always keen to learn so there will be more people buying these online courses.

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QUESTIONNAIRE

Our analysis is done with Questionnaire, on how parents and student react to Price Sensitivity and Buying Online Education course and what is there expectation and its positive and negative aspects. The questionnaire will be done on rating scale.

GOOGLE FORM LINK - <https://forms.gle/2J3GhmUtggwF9y7K9> SCALING –

- **Strongly disagree**
- **Disagree**
- **Neutral**
- **Agree**
- **Strongly Agree**

1. Teaching Style

- Online class teaching style is more comfortable.
- Concept gets more clear in online classes.
- Teacher give more information in online classes.
- It gets tough for the faculty to teach in online classes.
- Teaching style defines way of understanding level.

2. Communication barrier

- The communication between the teacher and student is more.
- Teacher do not understand the potential of the student in online courses.
- The doubt clearing session also gets limited.
- Internet connectivity also becomes an issue for communication hindrance.
- The confidence to ask question in real life gets low.

3. Content & instruction strategies

- The study material and study material is good.
- The pdf content provided in online courses is better than offline notes.
- The instruction or guidelines given by the faculty in the beginning of the course is adhered.
- The course completion is done on prescribed time.
- The syllabus is appropriate and close to the subject.

4. Instructor preparation program

- The instructor plan their schedule before starting the course.
- Instructor follow the timeline they give in the start of the course

- Do teachers bring traditional way of teaching in Online classes.
- Teacher preparation program play a key role in Online classes.
- Preparation program is feasible for student in Online classes.

5. **Student v/s faculty focus classes**

- Student focus more in online classes.
- Faculty has to focus more in online classes.
- Distractions for the students are more in online courses.
- Faculty can focus enough on every student in online classes.
- Student gives more attention and given priority to teacher in online classes.

6. **Price comparison**

- Do you compare prices before joining online courses
- Does price affects the quality of content
- At what price you consider course is expensive
- Do you think its good to buy expensive course
- Are you satisfied with the prices of online courses.

7. **Service and quality**

- Are you Satisfied with the services of companies providing online courses
- Do you think quality of online courses needed to be improved
- Are you satisfied with quality of study material of online courses.
- Are you provided the same services as claimed by companies
- Do you think companies focus more on prices and less on services and qualities

8. **Brand Image**

- Do you consider brand image before buying online course
- Do you buy different courses from same brand
- Do you think big brands charging more
- Are you satisfied with the marketing of big brands
- Do you think brands needs to work on quality of courses to build strong image

9. **Innovativeness**

- Online courses is a innovative idea to digitalize education in good pricing.
- Every platform provide different idea depending on price.
- Innovative education platform define price and buying Behaviour.
- Do you thing Online platform charge more because of well designed platform.
- Will you compare Online platform rather than study material.

10. **Online Customer**

- Online customer are less likely to get discount.
- Customer service is as good as expected for online customer.
- Offer matters a lot to you as a online Buyer.
- Education courses are more likely to attract online customer who are less price concerned.
- Price sensitivity is a major concern for Online customers.