



A STUDY ON “CONSUMER PERCEPTION TOWARDS THE ED- TECH COMPANIES WITH SPECIAL REFERENCE TO BYJU'S IN GUJARAT”

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Abstract:

This study examined students' and parents' perceptions of online teaching and learning studies using a quantitative content analysis technique. The research approach The method we'll use in this case will be descriptive, and we'll create a questionnaire to collect information that we'll distribute to people in Gujarat. The sampling method we'll use here is random sampling, which is often referred to as the graphical approach. In this way, we'll conduct our research analysis and mainly focus on how theories, practices, and assessments relate to the online learning environment. The goal of this paper is to provide useful advice to those who want to develop online courses so that they can make well-informed decisions during the implementation process. Based on the data, the researchers suggested that 1) a well-designed core curriculum, engaging interaction, and prepared faculty are essential for effective online learning; 2) a dynamic interactive learning community can be formed; 3) this study could improve instruction and increase student enrollment and retention.

Keywords: Gujarat people, Student and Parents Perception, Online Learning, Retention, Community, Curriculum, Student, Assessment.

I. INTRODUCTION

Online education is becoming increasingly popular due to the availability of internet and other amenities, making it easier to obtain an education. The pandemic has had a significant impact on education and educational systems, with 1.077 billion students impacted. To lessen the impact, educational institutions were temporarily shut down. Online courses have been discovered by several large corporations, and their impact is evident everywhere. Technology has changed the way education is received and used, allowing for online transmission of teaching-related materials. This has led to a significant increase in the use of online education. Online education provides students with the freedom to choose their teacher and subject, increasing creativity. However, due to technical issues, bandwidth issues, and tedious lectures, many students find online learning to be monotonous and lack motivation. Teachers also complain about the lack of tools available for student engagement, leading to a loss of interest on both sides. Lack of accountability in the online teaching approach has decreased the quality of education due to increased distractions and lack of physical activity. Parents are anxious as their children don't take their schooling seriously and instead spend their time playing video games and staying up late. This has a negative impact on their physical development. Parents should spend as much time as possible helping their children complete their homework, workbooks, reading assignments, and other schoolwork while maintaining their own schedules.

II. LITERATURE REVIEW

Sigma Sathyan, K Krishna Prasad, 2021. Objective: In this paper, we analyze Byju's app's influence on students during the COVID-19 pandemic, and to know whether its subscription increased or not in the Covid 19 outbreak. This paper also learning', using online platforms, has replaced the traditional rote learning. The umbrella of technology-based educational system incorporates multitudes of learning apps. Byju's-The Learning App (Byju's) is India's largest educational app with over 3, 00,000 annual subscriptions. The learning app uses a blend of content, media and technology to make learning more interactive and interesting among

the students. It also promotes personalized learning among the users. In this context, the current study seeks to explore a select group of high school and higher secondary students from CBSE and Kerala State Board and interpret their feedback to examine the transformation from traditional learning to technology-based personalized learning. This paper also demonstrates how Byju's app facilitates and improves the teaching-learning experience among the students of Kerala analyses how e-learning apps can focus on enhancing the experience of students and helping to improve customer focusing and subscription rate.

Anand Pd Sinha, Rohit Kr Pandey, 2019. This is study to establish a relationship as to how BYJU'S has grown this big in a little span of time and what are the factors using which BYJU'S has risen in the pyramid to effect the overall satisfaction of the user to using their learning app. Unlike the previous time he also appeared for the interviews of the three premier IIM'S i.e. A, B and C and cleared the interview round. Instead of joining any of the institutes for a professional course which could have furthered his career he saw a potential in guiding/counselling students in clearing CAT. The entire process of delivering lectures and providing education changed drastically, THINK AND LEARN PVT. LTD., popularly known as BYJU'S, which is one of the learning App, started to work in order to revolutionize the whole education system in India,

Sigma Sathyan, K Krishna Prasad, 2021. Objective: In this paper, we analyze Byju's app's influence on students during the COVID-19 pandemic, and to know whether its subscription increased or not in the Covid 19 outbreak. This paper also analyses how e-learning apps can focus on enhancing the experience of students and helping to improve customer focusing and subscription rate.

III.OBJECTIVES OF STUDY

- The study aimed to understand the variables that influence customer perception of online learning platforms in Gujarat..
- Customer perception is key to success of ed-tech businesses, so companies must understand how it affects performance and growth.
- Businesses can improve their offerings by analyzing client perceptions and behaviors.
- Knowledge of customer attitudes and behaviors can help companies develop better marketing strategies and services.

III.HYPOTHESIS OF STUDY

H0:-

"There is no significant difference in the factors that influence millennial's to choose Offline education over Online." This null hypothesis assumes that there is no relationship between the independent variable (factors influencing millennial to choose Offline education over Online education) and the dependent variable (the choice of Offline education over Online education). Any observed differences in the factors influencing this choice among millennial would be due to chance. The alternative hypothesis, on the other hand, would state that there is a significant difference in the factors that influence millennial to choose Offline Education over Online Education.

H1:-

"There is a significant difference in the factors that influence millennial to choose Offline education over Online education."

This alternative hypothesis assumes that there is a relationship between the independent variable (factors influencing millennial to choose Offline education over Online education) and the dependent variable (the choice of Offline education over Online education). The factors that influence this choice among millennial will differ significantly and will not be due to chance. This hypothesis suggests that there are specific factors that make Offline education more attractive to millennial compared to traditional Online education.

IV.LIMITATION OF THE STUDY

Only people between the ages of 20 and 57 were eligible to participate in the study because it was performed online. However, only a part of Gujarat's parents and students who understand English are included in the sample because the poll was conducted in English. School students under the age of 20 were excluded from the poll. Even a survey of the people of Gujarat 's 100 responses, demonstrating how ineffective surveys are

V. RESEARCH METHODOLOGY

Data Collection Methodology:- Questionnaires are a popular research survey used to gather primary data, allowing researchers to learn scientific data about a subject from respondents. They are the most common and genuine technique used in surveys.

Sampling Method:- The term "sampling technique" describes the procedure of choosing a representative set of individuals or things from a broader population in order to gather data or information. Sampling techniques may be categorized into two parts:

- Ratio of probability
- Probability isn't a technique

This study used simple random selection to select a sample that was representative of the subject population. Convenience sampling, a non-probability sample strategy, was used to choose participants based on availability and desire to participate. Data was gathered using a well-designed questionnaire.

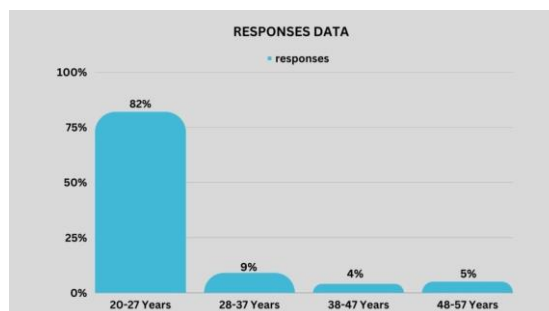
Sampling Frame:- This study used convenience sampling to select a sample that was representative of the subject population. Data was gathered using a well-designed questionnaire.

VI. DATA ANALYSIS

- 1).Research Design: Descriptive
- 2).Research Tool: Questionnaire
- 3).Sample Size:100+
- 4).Sampling Technique: Random Sampling
- 5).Analytical Tool: Graphical Method

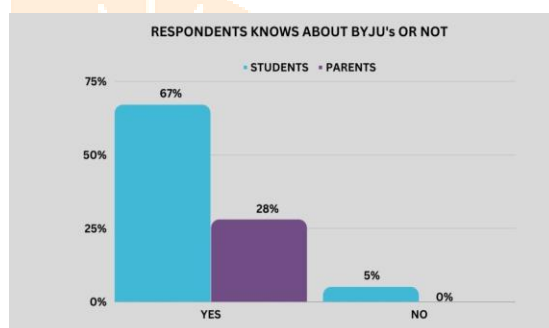
VII. DATA ANALYSIS AND INTREPRETATION

1. Classification on basics of respondents age groups.



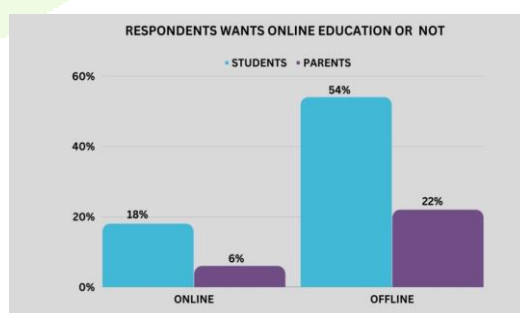
Our target market is consumers between the ages of 20 and 27, and they have the highest response rate (82%). We obtain 9%, 4%, and 5% of responses in the age ranges of 28 to 37, 38 to 47, and 48 to 57, respectively. respondents, segmented by age group, On the y-axis, responses range from 0% to 100%. On the x-axis, the age ranges 20–27, 28–37, 38–47, and 48–57 are all illustrated.

2. Classification on basics of respondents knows about byju's



Analysis:- Parents and students make up the majority of our target market, with students comprising 67% of yes answers and 5% of no respondents. Also, a large portion of our audience consists of parents; according to the responses, 28% of them are parents. by occupation category, respondents The y-axis displays respondents from 0% to 75%. The yes/no categories are shown on the x-axis.

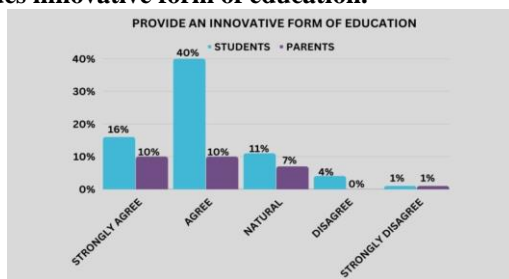
3 Classification on basics of respondents choices between online and offline education.



Analysis:- Parents and students make up the majority of our target market, with students making up 18% of online respondents and 54% of offline respondents. A significant portion of our customer also includes parents; 22% of respondents identified as parents. Number respondents by employment group On the y-axis, respondents from 0% to 60% are displayed. The x-axis is used to characterize the online and offline groups.

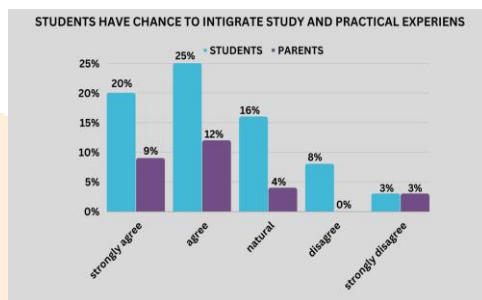
Online learning is an efficient teaching approach because ?

4 Classification on basics on it provides innovative form of education.



Analysis:- Parents and kids make up the majority of our target market, with 16% of students strongly agreeing, 40% agreeing, 11% feeling it's natural, 4% disagreeing, and 1% strongly disagreeing. Also, 10% of parents strongly agreed, 10% agreed, 7% felt natural, and 1% disputed that online education offers an innovative kind of education. respondents by occupation group, number From 0% to 40% respondents are shown on the y-axis. The strongly agree, agree, natural, disagree, strongly disagree groupings characterized on the x-axis.

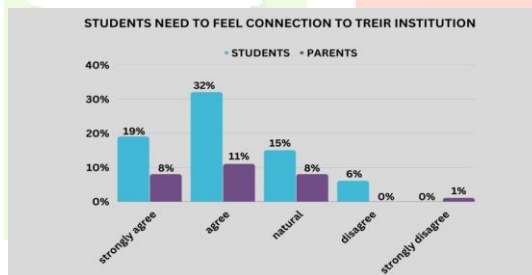
5 Classification on basics on Students can integrate their education with practical experience.



Analysis:-The majority of our target market is made up of parents and children, with 20% of students highly agreeing, 25% agreeing, 16% believing it to be natural, 16% disagreeing, and 8% strongly disagreeing. Moreover, 3% of parents disagreed, 12% agreed, 7% believed it was natural, and 9% of parents strongly disagreed that students may combine their academic studies with real-world experience. by occupation category, respondents The y-axis displays respondents from 0% to 25%. Groupings that may be shown on the x-axis include strongly agree, agree, natural, disagree, and disagree.

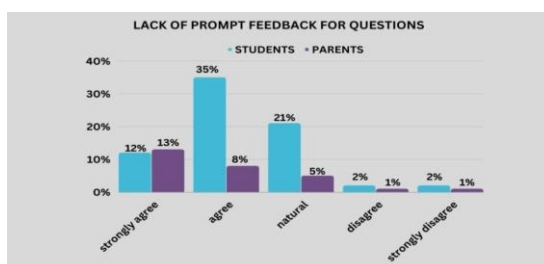
Online education is a productive method of learning because ?

6 Classification on basics on Students need to feel connected to their institution



Analysis:- students and parents make up the majority of our target market, with 15% feeling it's natural, 32% agreeing, 19% strongly agreeing, and 6% opposing. A further 11% agreed, 8% believed it was normal, 8% of parents strongly agreed, and 1% disagreed. the necessity for students to have a connection to their university. by occupation category, respondents The y-axis displays respondents from 0% to 40%. Groupings that may be shown on the x-axis include strongly agree, agree, natural, disagree, and disagree.

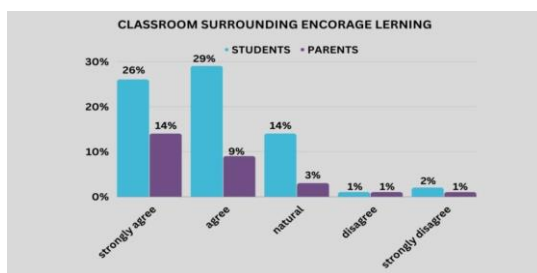
7 Classification on basics on lack of prompt feedback for questions.



Analysis:- The majority of our target market is made up of parents and students, with 12% of students highly agreeing, 35% agreeing, 21% believing it to be natural, 2% disagreeing, and 2% strongly disagreeing. Also, 13% of parents highly agreed, 8% agreed, 5% felt natural, and 1% disagreed, 1% strongly disagreed with the idea that queries weren't promptly answered. - res

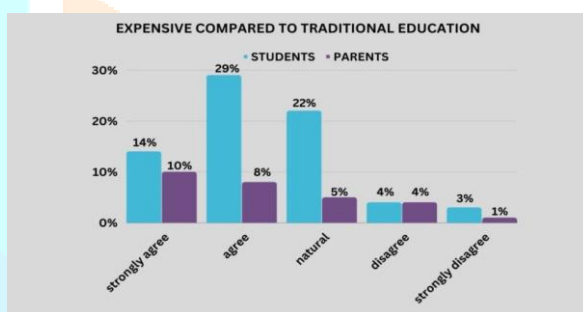
ponders, broken down by occupation category, number The y-axis displays respondents from 0% to 40%. Groupings that may be shown on the x-axis include strongly agree, agree, natural, disagree, and disagree.

8 Classification on basics on Classroom surroundings encourage learning.



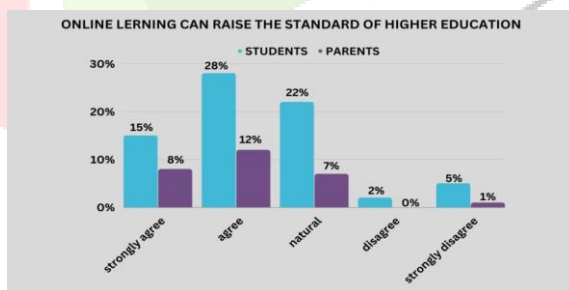
Analysis:- The majority of our target market consists of parents and students, and 26% of students strongly agree, 29% agree, 14% believe it's natural, 1% disagree, and 2% disagree strongly. Also, 14% of parents strongly agreed with this statement, 9% agreed, 3% believed it was normal, and 1% disagreed. number of respondents by employment group On the y-axis, respondents from 0% to 30% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree. number of respondents by employment group On the y-axis, respondents from 0% to 30% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

9 Classification on basics on expensive compared to traditional education.



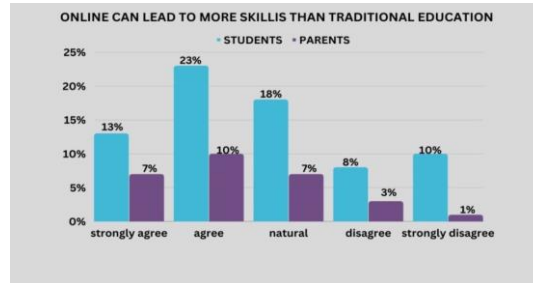
Analysis:- The majority of our target market consists of parents and students, with 14% of pupils highly agreeing, 29% agreeing, 22% believing it to be natural, 4% disagreeing, and 3% strongly disagreeing. Also, 8% agreed, 5% believed it was normal, 4% objected, and 1% strongly disagreed with what parents said. compared to regular schooling, it is not so pricey. number of respondents by employment group On the y-axis, respondents from 0% to 30% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

10 Classification on basics on Online learning can raise the standard of higher education.



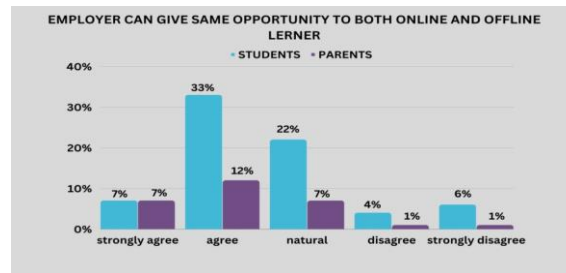
Analysis:- The majority of our target market consists of parents and students. 15% of students highly agree, 28% agree, 22% believe it to be natural, 2% disagree, and 2% strongly disagree. Moreover, 12% agreed, 7% believed it was natural, 8% of parents strongly agreed, and 1% disagreed. believe the calibre of higher education may be improved via online learning. number of respondents by employment group On the y-axis, respondents from 0% to 30% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

11 Classification on basics on Online education can lead to more skills than traditional education



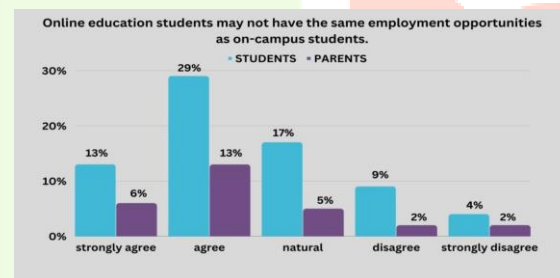
Analysis:- The majority of our target market consists of parents and students, with 13% of students highly agreeing, 23% agreeing, 18% believing it to be natural, 8% disagreeing, and 10% strongly disagreeing. Also, 10% of parents agreed, 7% believed it was normal, and 3% and 1%, respectively, of parents strongly opposed. Because compared to traditional education, online education can provide greater talents. number of respondents by employment group On the y-axis, respondents from 0% to 25% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

12. Classification on basics on Professional organizations and employers should recognize and accredit online education graduates and students.



Analysis:- The majority of our target market consists of parents and kids, with 33% of pupils agreeing, 22% believing it's natural, 4% disagreeing, and 6% strongly disapproving. Moreover, 12% agreed, 7% believed it was normal, 7% of parents strongly agreed, and 1% strongly opposed. that graduates and students of online education should be recognized by professional organizations and companies. number of respondents by employment group On the y-axis, respondents from 0% to 40% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

13. Classification on basics on Online education students may not have the same employment opportunities as on-campus students.



Analysis:- The majority of our target market consists of parents and students. Among the pupils we surveyed, 13% strongly agreed, 29% agreed, 17% felt it was natural, 9% disagreed, and 4% strongly disagreed. Also, 13% of parents agreed, 5% believed it was normal, 6% of parents strongly agreed, and 2% of parents strongly objected. that students who study online might not have the same job chances as students who study on-campus. number of respondents by employment group On the y-axis, respondents from 0% to 30% are displayed. The x-axis depicts the groups of highly agree, agree, naturally, disagree, and strongly disagree.

VIII. FINDING AND RESULT

1. Companies can improve customer satisfaction and loyalty by creating customer perception programs that provide additional benefits and rewards. These programs can also help personalize the customer experience, increasing customer loyalty and satisfaction.
2. The covid-19 survey showed that parents' and students' opinions of ed-tech education changed negatively, while 26% of students and 6% of parents supported online learning. Businesses must persuade parents to support this option that is going to belong to their children.
3. Research found that the environment inside of the classroom is important for students to be motivated and at ease. 69% of students and 26% of parents agree that the environment motivates students to study.
4. Online learners struggle to get employment due to preference for university/offline learners.
5. An existing learning atmosphere in the classroom is essential for brainstorming and dissections, as students need their classmates to help them expand their knowledge.
6. Online education is more expensive than offline education, making it a key factor in businesses' success
7. Byju's is a well-known company, with only 5% of individuals unaware of its existence.
8. Byju's is a well-known company, with only 5% of individuals unaware of its existence.

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