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## A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE LEARNING PLATFORM FOR COMPETATIVE EXAM PREPARATION IN NAGPUR CITY.

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**Abstract:** The purpose of this comprehensive project is to enable us to study an industry in its totality and appreciate the use of an integrated approach in understanding the environmental issue and problems. From the last few years, the technological development and increased users of internet complete everything easier for everyone. If you want to purchase everything you will simply access online shopping sites and order product to get at your hand. We all know without education, so we have many ways to get an education, but often follow the traditional education system from attending regular class. Whereas new way of getting education is online education /virtual education /E-learning. This like shopping sites, internet also made easier to get education via online. This is really make easy for those who want to work as well as study further. We compared online education to traditional education in this project report. As a result, we can get an idea of what the society prefers. To know their observation and preference we constructed online questionnaire via google form to get faster fill up at their own suitability. We prepared a literature review to get a sense of what previous research has been done in the field of online education and what needs to be improved. In our research we did analysis of online education in Indian scenario for education industry and how it growing day by day. At the end we also give mention some suggestions we got from respondent while filling up questionnaire.

**Index Terms** - Consumers; Education; Online Education, Offline Education, Students, Govt. Knowledge, Certification, EdTech, Study, Internet, Future, Learning, Challenges.

### I. INTRODUCTION

#### Customer preference:

Expectations, likes, dislikes, motivation, and inclinations that drive customer purchasing decisions are known as customer preferences. They serve as a supplement to customer needs when it comes to explaining customer behaviour. A customer, for example, requires shoes and prefers a specific style, brand, and colour. Appealing to customer preferences is a fundamental marketing strategy that can be applied to branding, product development, distribution, and customer experience. "The Customer is King" is a statement that holds a lot of truth. Today, a company's success is determined by customer satisfaction. The firm should be aware of the consumer's behaviour in order to satisfy them. Because of changing technology, innovation, and lifestyle changes, understanding consumers is a difficult task in these circumstances. Researchers have conducted numerous studies in this area and have only made a few recommendations, but no final conclusion has been reached. According to the researchers' theories, consumers are influenced by two types of factors: intrinsic and extrinsic factors.

Consumers are difficult to categorise using traditional demographic factors, and decisions about product design and packaging, branding, and distribution channels are likely to be made incorrectly unless their thought process and buying behaviour are fully understood. With change looming large on the horizon, Indian businesses must learn from their western counterparts, not only to identify the sources, timing, and direction of the changes that are likely to affect India, but also to develop new competencies and perspectives that will enable them to respond to these changes comprehensively and effectively. This research focuses on understanding the external factors that influence toothpaste purchases, such as demographic, social, cultural, price, quality, and product attributes. The purchasing habits of consumers have a significant impact on a product's market share. The researcher conducts the following research to learn about consumer behaviour, analyse consumer behaviour, and raise consumer awareness. The data was gathered using a descriptive research design and primary and secondary sources.

The questionnaire method was used to conduct the survey, and the consumers were chosen using a simple random sampling technique. Consumer behaviour is defined as the actions that people take when they are looking for, buying, using, evaluating, and discarding products, services, and ideas that they believe will meet their needs. Consumer behaviour research looks at not only what people buy, but also why they buy it, when and how they buy it, and how frequently they buy it. It is concerned with figuring out what products mean to different people. Consumer research takes places at every phase of consumption process, before the purchase, during the purchase and after the purchase.

### **Types of customer preference**

Convenience Convenience is the next essential of customer experience, is a critical factor in determining how customer make decisions about what to buy, what services to use, where to go, and with whom to engage. Preferring things that are easy such as settling for a nearby restaurant. Convenience is considered a strong type of customer motivation.

#### **User interfaces**

A user interface is a highly visual element that a user interacts with on a technological device, such as a computer, apps, or a website. The design of your user interface is crucial because it can make or break your customer base. It reduces issues, increases user involvement, improves functionality, and establishes a strong connection between your customers and your website. Some customers will prefer a user interface that is as simple as possible. Others will prefer a large number of buttons to experiment with. It's possible that this is as much about personal preference as it is about necessity.

#### **Communication and information**

User customer preference allow a user who has access to multiple channels to control how, when, and where they receive messages. Users define filters, or delivery preference that specify which channel a message should be delivered to, and under what circumstances. Preferences related to communications style and information density. For example, some customers want to read detailed specifications and others want to hear a story

#### **Stability v/s variety**

Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

#### **Risk**

The risk tolerance of the customer. Applies to seemingly innocuous things such as purchasing a new brand for the first time.

#### **Values**

Customer value refers to a customer's level of satisfaction with your company. The term "value" has a variety of definitions and meanings. For those in business as well as many customers, it's often about price – like if I asked you how much your house was worth when you bought it. It could also refer to the value of something that isn't necessarily a tangible product. Both the product and the service are valuable. Customers who buy environmentally friendly products, for example, have values-based preferences.

#### **Time**

Time preference such as a customer who prefers an concentrating waiter who drops buy every 5 minutes against a customer who doesn't want to feel rushed.

#### **Customer service**

Customer service is defined as providing assistance to customers before, during, and after a purchase. Employee perceptions of the success of such interactions vary. "Who can adapt to the personality of the visitor." In the customer service industry, it is well known that some customers prefer friendly service while others prefer diligence and professional distance. A hotel porter, for example, who engages in friendly conversation rather than providing dry information about the room and hotel.

#### **Customer experience**

Customer experience is the result of a customer's interaction with a company over the course of their relationship. The customer journey, the brand touch points the customer interacts with, and the environments the customer experiences during their experience make up this interaction. A good customer experience is one in which the individual's experience matches their expectations at all points of contact. Preferences relating to the customer experience from beginning to end. Consider a cafe's interior design, lighting, art, music, and social atmosphere.

## **II. OBJECTIVE OF STUDY**

- To understand the various factors of customer preference towards service industry.
- To understand the effectiveness of online platform for competitive exam preparation.
- To understand the various market player and their market share who are offering online learning platform for competitive exam preparation.

## **III. LITERATURE REVIEW**

Muhammad Adnan and Kainat Anwar (2020), determined the attitudes of Pakistani higher education students towards compulsory digital and distance learning university courses amid Coronavirus. Undergraduate and postgraduate students were interviewed for this study to learn about their perspectives on online education in Pakistan. According to the report, online learning in underdeveloped countries like Pakistan does not yield the desired results, and the majority of students are unable to access the internet due to technological and financial issues.

The study also found that lack of face-to-face contact with educators, response time, and the lack of conventional classroom socialisation were among the issues that students in higher education faced. Dr. Pravat Kumar Jena (2020), revealed that covid - 19 pandemics period compel the students to stay at home for long period of time and obstruct teaching-learning process. This study focused on how online learning can help during times of crisis, such as work absences or the Covid-19 pandemic. This study demonstrates tools and techniques for online learning that can ensure learning continuity. This research also discusses some of the government of India's new online learning initiatives. The study also looks at the benefits and drawbacks of using an online learning platform. During the lockdown, the study suggested that learners and educators had different perspectives on the online learning system. Sahar Abbasi, Tahera Ayoob, Abdul Malik, and Shabnam Iqbal Memon (2020), evaluate the

perceptions of students towards e-learning during the lock down. At Liaquat College of Medicine and Dentistry, a descriptive cross-sectional approach was used in this research, with a sample size of 377 people. Data was gathered with the help of the questionnaire. The perceptions of students toward e-learning were determined using frequencies, percentages, and the T-test. During the lockdown, students did not prefer e-teaching to face-to-face teaching, according to the report. The study concluded that students did not prefer e-teaching over face-to-face teaching during the lock down situation. Sanders, D.W., and co. Morrison-Shelter studied undergraduate students' attitudes toward web-enabled learning components when teaching a biology course. Students' critical thinking, problem-solving, and listening skills all improved as a result of the study's results (Morrison-Shelter, 2001) Rhema et al. addressed students' perspectives and observations on the technology allowed learning from two Lybian universities. The effect of demographic characteristics, exposure to technology, learning technology use, technical skills and satisfaction with technology on the attitude of the students were studied. The findings suggested that demographic characteristics such as student locality gender disparities, current year of enrolment and age had no impact on the attitude of students towards e-learning. Students with exposure to technology were more propitious towards e-learning. Student competencies in technology are a major factor in attitudes towards e-learning (Rhema, 2014). A similar study was conducted in which Kisanga examined numerous factors which determine the attitude of teachers towards e-learning. The well-known model for embracing technology has been updated to incorporate factors such as gender, education and teaching experience as independent variables. In deciding attitude towards e-learning, the other factors gender, education, and teaching experience were found to be negligible (Dalton Hebert, 2016). In 2008, the first systematic, comprehensive review and meta-analysis of online and offline learning was released. Cook et al. chose 76 papers that compared internet-based and non-internet-based treatments, as well as 130 papers for medical students that included no-intervention controls. A meta-analysis found that internet-based interventions were associated with positive outcomes. effects relative to no interventions, but the effects and statistical heterogeneities were generally low relative to offline teaching (Cook DA, 2008) Scholars have uncovered innumerable pieces of evidence demonstrating that online and offline student output differs based on demographic characteristics (Huh, 2010). In evaluating student progress based on student completion levels of content, (Olson, 2002) found insufficient evidence to indicate that online or offline delivery is a factor influencing a student's completion of their course work Some studies found that online classes resulted in lower student output (e.g., Trawick, 2010), while others found that online classes resulted in higher learning. (Priluck, 2004) compares the traditional and hybrid parts of Marketing Principles.

#### IV. RESEARCH METHODOLOGY

Research methodology refers to the search for knowledge. It is a way to systematically solve the research problem. In, it we study the various steps that are generally adopted by the researcher in studying his research problem along with logic behind them. Research Methodology concerning a research problem or study provide answers to various questions like; why a research study has been undertaken, how the research problem has been defined, what data have been collected and what particular method has been adopted to collect the data, what technique has been used for analyzing the data and host of similar other questions.

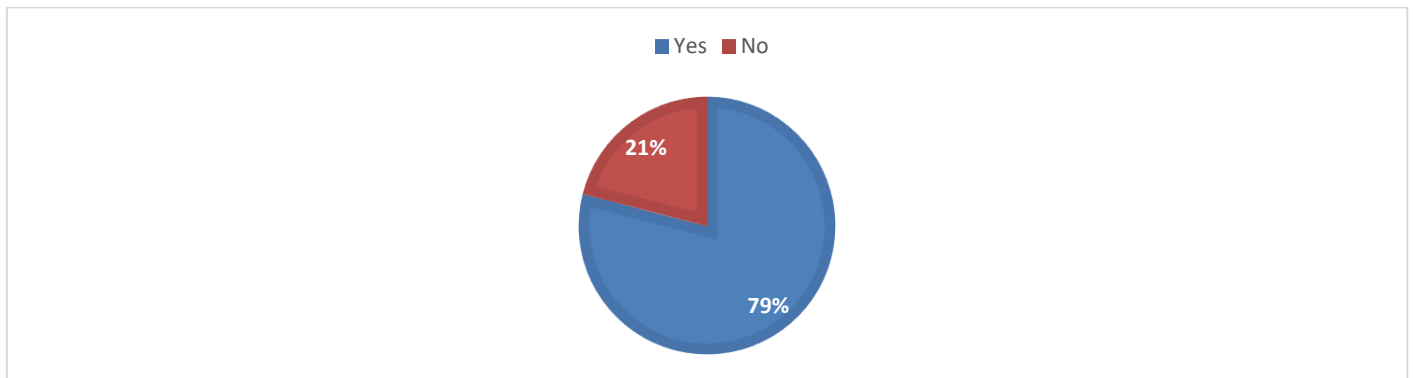
- **primary data:** -The primary data is collected by the means of interview method and Questionnaire method. The survey was done through a structured questionnaire. Also, to collect more data and to know user views telephonic interaction.
- **Secondary data:** -The source of secondary data is journals, articles, research papers, online sites and websites of online and offline education website.
- **Sample size:** -The sample size for this research is one hundred users who were selected purely based on convenience and support the purpose of the study.
- **Sampling method:** -The method simple random sampling was used: to collect the primary source of data based on the time available and respondents.

## V. DATA ANALYSIS AND INTERPRETATION

SR.NO	DEMOGRAPHICS		FREQUENCY	%
1	Gender	Male	96	59
		Female	67	41
		<b>Total</b>	<b>163</b>	<b>100</b>
2	Age	Below 18years	26	16
		19-30 years	54	39
		31-40 years	55	30
		41-50 years	28	15
		<b>Total</b>	<b>163</b>	<b>100</b>
4	Occupation	Student	66	38
		Self employed	28	18
		Profession	31	21
		Services	38	23
		<b>Total</b>	<b>163</b>	<b>100</b>
4	Education	SSC	21	13
		HSC	45	28
		Graduate	42	26
		Post Graduate	42	26
		<b>Total</b>	<b>163</b>	<b>100</b>

## 1. Do you hear about online education ever before?

particular	frequency	%
Yes	112	79
No	51	21
<b>Total</b>	<b>163</b>	<b>100</b>

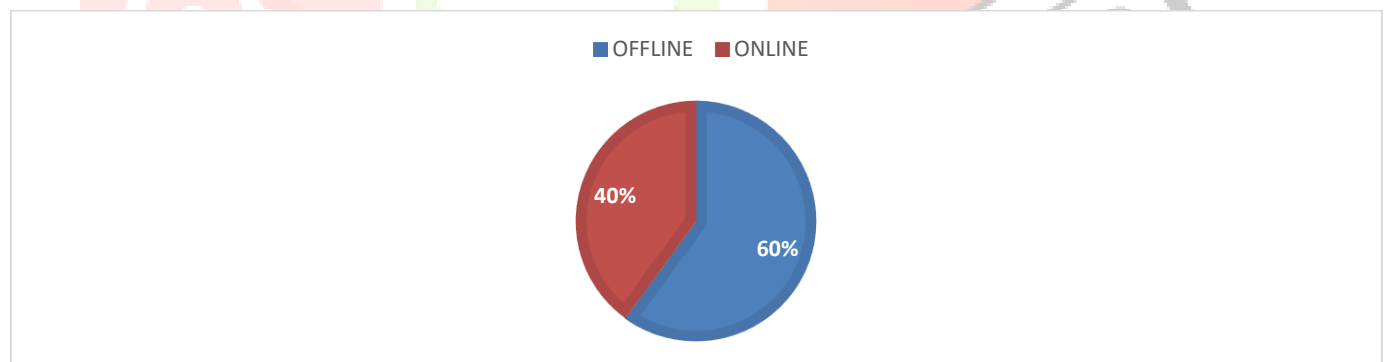


## INTERPRETATION

Here the above is qualifying question. In this research only 79% people knew about online education and other 21% don't know about online education.

## 2. What would you prefer as a mode of education ?

Particular	frequency	%
Offline /traditional education	98	60
Online /e-learning, education (Non-physical, virtual Environment)	65	40
<b>Total</b>	<b>163</b>	<b>100</b>

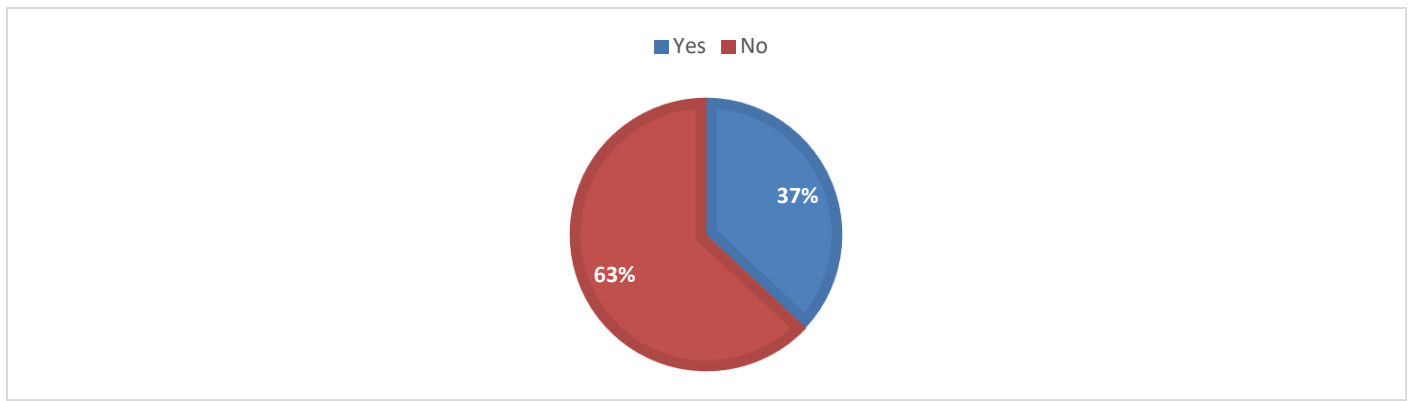


## INTERPRETATION

The above question asked to know what they prefer as a mode of education. As per research 60% prefer offline education and 40% prefer online education. From the suggestion we can say that they prefer offline on campus and physically involved education because it gives physical interaction between students and teacher that's why it is more preferable.

## 3. Do you think online education is an effective way of learning?

Particular	Frequency	%
Yes	61	37
No	102	63
<b>Total</b>	<b>163</b>	<b>100</b>



**INTERPRETATION**

The above question asked to know that how effective online education for the people over offline education. As per research 37% says its effective way of learning and 63% say that its not effective way of learning.

4. Online education is an effective mode of education because?

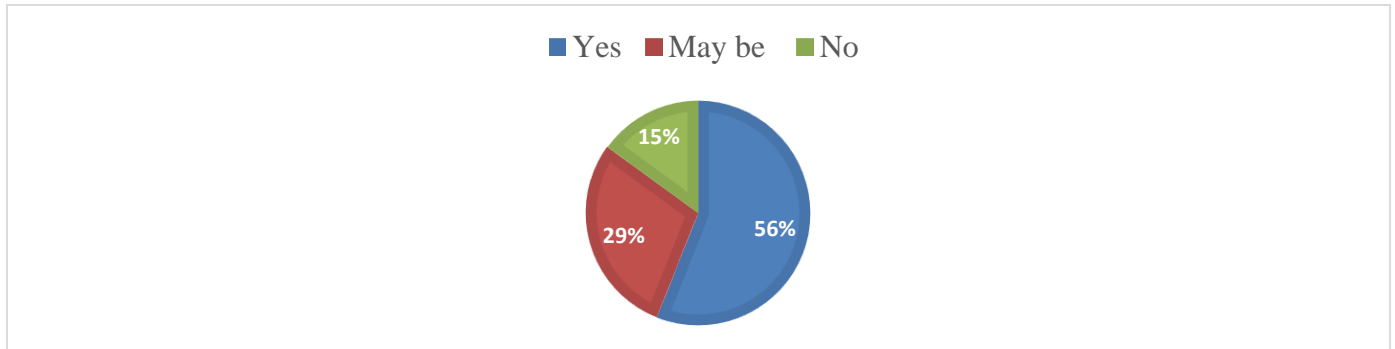
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	NA
<b>Offer an Interactive Mode of Education</b>	17	32	7	2	3	163	102
<b>Ease of access Of information Related to the Course</b>	17	32	8	3	1	163	102
<b>Students can Learn at their Own pace</b>	19	23	12	4	3	163	102
<b>Enables learning At any time and Anywhere</b>	14	20	22	4	1	163	102
<b>Helps in Developing Learners skills</b>	19	21	10	10	1	163	102
<b>Courses are Easy to navigate</b>	15	24	14	5	3	163	102

**INTERPRETATION**

The above question was asked to know why they think that online education is an effective way of learning. The first offer an interactive way of education, ease of access of information related to the course, student can learn at their own pace , enables learning anytime anywhere, helps in developing learners skills , courses are easy to navigate. Majority of people agree on all the statement but less people strongly agree and disagree with the above statement.

5. Do you think online education will help in overcoming the problems of higher education?

Particular	Frequency	%
Yes	92	56
May be	47	29
No	24	15
Total	163	100

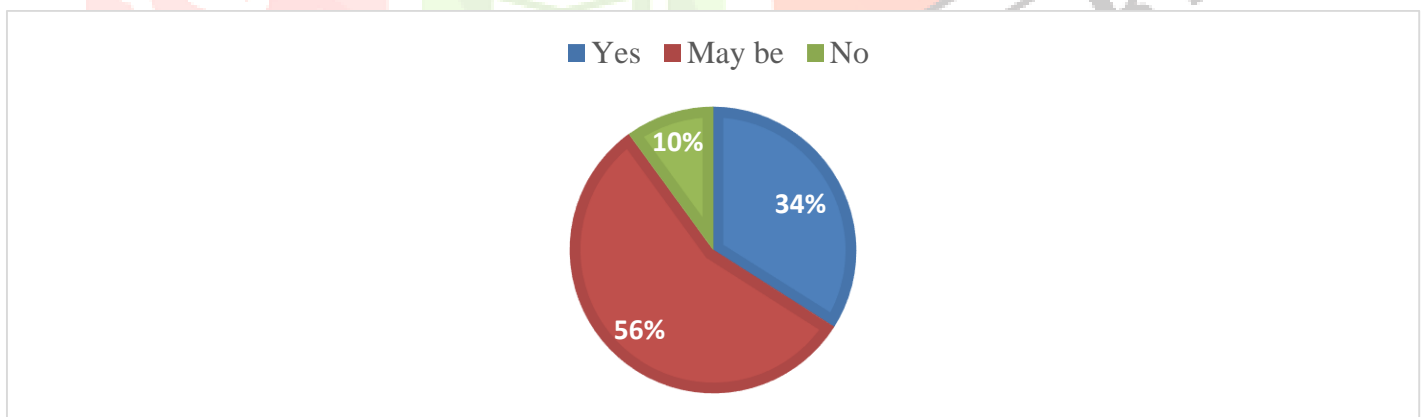


#### INTERPRETATION

The above question asked to know what people think about online education will solve the problem of higher education. 56% respondent said that it will change higher education problems. 30% people neither agree or disagree with the statement.

6. Do you think education can help in improving the quality of higher education?

Particular	Frequency	%
Yes	55	34
May be	91	56
No	17	10
Total	163	100

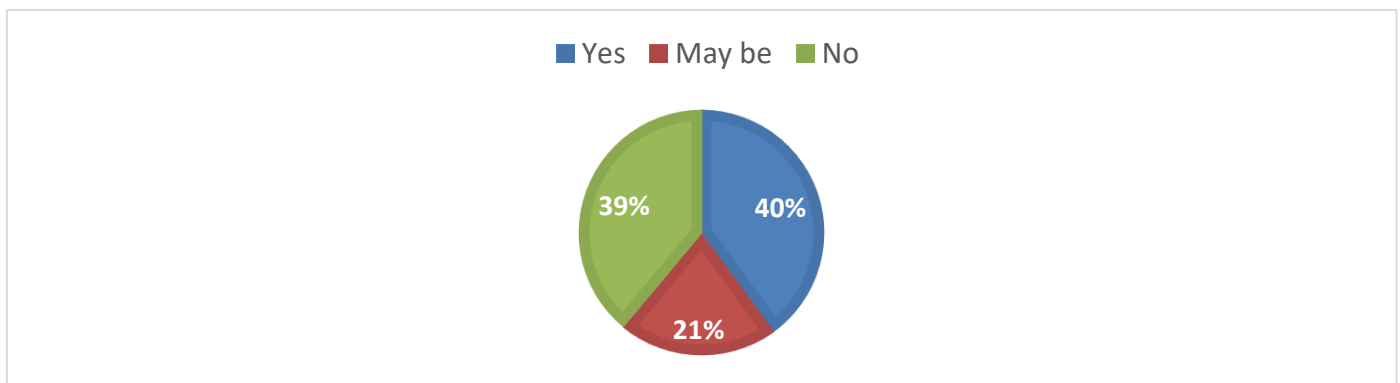


#### INTERPRETATION

The above question asked to know that the online education will improve the quality of education or not. In research 34% people are agreed and 10% people are not agree with the statement and 56% people are neither agree or disagree ,that means the online education might improve quality of education.

7. Do you think online education graduates/students will gain more skill than traditional education?

Particular	Frequency	%
Yes	66	40
May be	34	21
No	63	39
Total	163	100

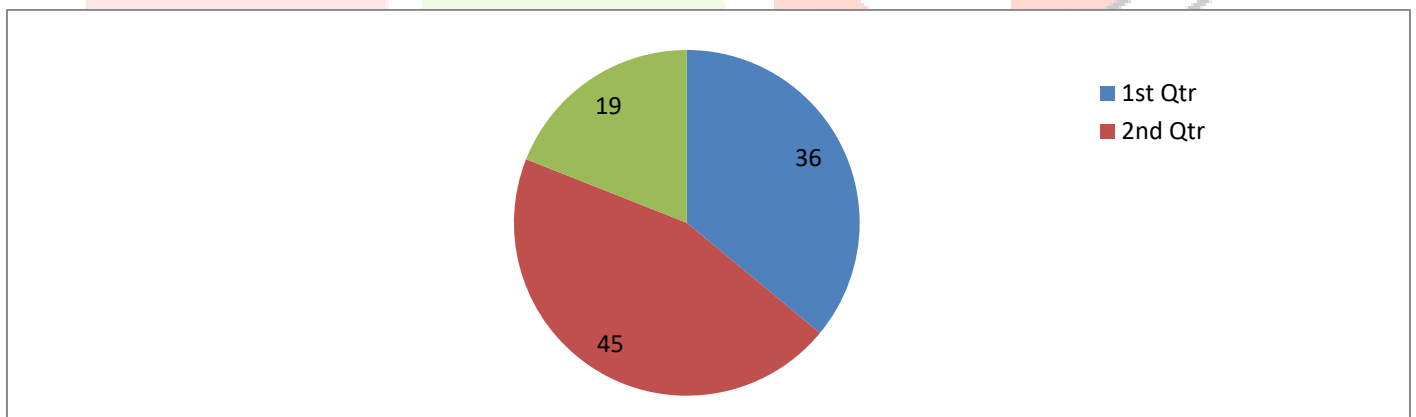


#### INTERPRETATION

The above question is asked to know will students get more skill from online education than traditional education. As per research 40% respondent are agreed that the students will get more skills from online education while 39% disagree that education will not provide skill and 21% people neither agree or disagree with it.

8. Do you think online education students will be acknowledge and accredited as equally as traditional learning students from professional bodies and employers ?

Particular	Frequency	%
Yes	58	36
Maybe	74	45
No	31	19
Total	163	100



#### INTERPRETATION

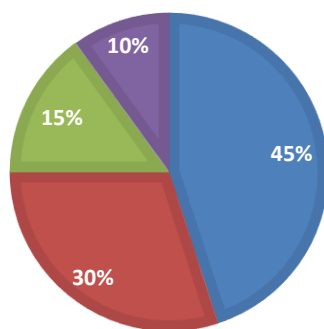
In The research 36% respondent agree that student will be treated as equal as traditionally educated students , 20% respondent donot agree with the statement and rest 45% respondent neither agree or disagree with the statement.

9.What do you think E-learning app is best suitable for competitive exam preparation?

Particular	Frequency	%
UNACADEMY	60	45
BYJU'S	52	30
MERITNATION	20	15
OTHERS	31	30
TOTAL	163	100



■ UNACADEMY ■ BYJUS ■ MERITNATION ■ OTHERS



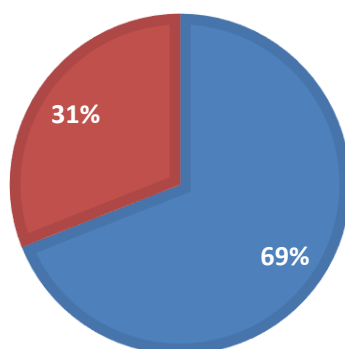
#### INTERPRETATION

The question is asked to know which e-learning app students prefer the most. As per the research 45% respondent prefer unacademy app, 30% respondent prefer byjus learning app, 15% prefer meritnation app and rest 10% prefer other online learning apps for competitive exam preparation.

10. Are you satisfied with e-learning apps ?

Particular	Frequency	%
Satisfied	98	69
Unsatisfied	65	31
Total	163	100

■ Satisfied ■ Unsatisfied



#### INTERPRETATION

The above question is asked to know whether respondent are satisfied or unsatisfied with the e-learning app. From the research it is clear that 69% people are satisfied and 31% people are unsatisfied.

#### VI. FINDINGS AND SUGGESTIONS

- Most of people in the research are aware about online education but there are certain people who are still unaware about online education.
- In the most preferred mode of education is offline/physical way and only 40% people preferred online education.
- Only few people think that online education is an effective way of learning and most people still prefer offline education.
- The respondent who thinks that the online is an effective way to learning they give reasons like, offers an interactive mode of education, easy of access of information and enable learning at everywhere and anytime.
- Some suggestion I got from respondents like:
  - The class room environment will help student to grow.
  - Online education is easy to capture anytime, anywhere and any subject which the student want to learn according to this preference.

- (Job perspective) online education is a good platform for the people who are not able to complete their studies or they had left due to some reason and with the help of online education they can easily complete their studies .
- Without physical attachment with the teacher it is not possible to learn effectively and efficiently. Online education can lead to many distractions.

## VII. CONCLUSION

- The increased presence of people on internet inspires us to prepare the project on online education. That is reason we prepare this project to check whether people are aware about online education or not and what they think about online education.
- Throughout the project we observe that still people prefer offline way of education because it provide one to one interaction between student and teachers.
- While in online education students will get ease of information, anywhere and anytime but they wont get real time interaction like on offline learning. But it has lot of advantages like, students have the opportunity to learn while they are working.
- If we conclude we can say that online education and offline education has their own advantages and disadvantages according to the requirement of the students because some student want education while working and some student want full time education so, both has their different priorities.

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