

Analyzing Student Perspectives on Online Education Using Various Ed-Tech Tools

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ABSTRACT

The study pointed towards looking at the perception of students for online education using various Ed-tech platforms. This study mainly focuses in understanding whether students are inclined towards online mode of education in comparison to the offline mode of education. This study arrives in a wake of time when the entire world was fighting with Coronavirus pandemic circumstance. A self-structured poll was organised for information variety from 166 respondents. This survey is executed through a questionnaire which comprises of 16 questions which were planned to get information sources from the respondents to develop understanding towards online education through Ed-tech platforms, inclination of respondents in regards to online education, difficulties and advantages of online classes, cost factors, etc. Finding of this study show that there is no substantial proof that students just lean only toward online education and in the further examination it was found that students actually feel that human mediation assumes a critical part in the process of learning. Even though, it was found that students have a positive tendency towards online education through Ed-tech platforms and believes that they can easily get access to it and can also get different benefits like enrolment option to variety of courses and at affordable price. Also in regards to higher education, after the release of public notice from UGC dated 02/09/22 which states that degree obtained from online mode of education is equivalent to traditional offline degree, the perception of students is partially shifted towards online mode of education for their higher education too after the mentioned public notice issued by UGC.

KEYWORDS: Perception, Students, Study, Online education, Offline education, Degree, Ed-tech platforms, Inclination, UGC, Classes, Internet Covid-19, Respondents

INTRODUCTION

Online education is a flexible learning conveyance technique that integrates every possible curriculum that exists over the Web. Online learning offers a chance for instructors to meet student who is most likely be unable to take part in traditional offline educational plan and assist students who is deciding to chip away at their own time and at their speed. In many aspects, distance learning and online degrees is gaining substantial market and is scaling quickly. There are moreover developing quantities of schools and institutions who are offering online education for learning. Students looking for degrees through the online mode should be mindful so as to guarantee that their course work is approved and acceptable in every organization.

REASON FOR CONTEMPLATING ONLINE EDUCATION

Online education has turned into a reasonable and energizing strategy for online education platform that works on an every minute of every day plan (24 hours per day 7 days per week) as it offers enormous adaptability for learners.

Students can get access to data and curriculum anytime and anyplace with the help of normally accessing the Web and PC or other device.

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PROS & CONS OF ONLINE EDUCATION FOR STUDENTS

POSITIVE BENEFITS OF ONLINE EDUCATION

- Students have adaptability in taking classes and working at their speed and time.
- Students face no driving or commuting hassles.
- Students figure out how to assume a sense of ownership with their schooling regarding information available to them.
- Students track down it straightforward and helpful to complete academic tasks/assignments.

ADVERSE CONSEQUENCES OF ONLINE EDUCATION

- Students will miss the personal interaction with the teacher.
- Students might feel it hard to understand the new topics because of insignificant accessibility of resources and support.
- Another drawback of online education is the difficulty to maintain focus when you study.
- Dependency on access to the internet, software compatibility issues or issues related to the hardware device.

IMPACT OF COVID 19 ON THE PERCEPTION OF ONLINE EDUCATION AMONG INDIAN CONSUMERS

It has been seen that as the vast majority of the schools, universities and B schools including General Business College and numerous others have begun internet training and getting the hang of utilizing an alternate web-based application to overcome any issues among instructors and learners. Gov. of India is additionally dispensing huge spending plan for the advancement of online training in India as learners can't go for offline schooling because of lockdown. COVID 19 has made the discernment and mentality of Indian customers much stronger towards online schooling.

LITERATURE REVIEW

Naila et al. (2016)¹ conducted study on nursing students. 120 Nursing students participated in this quantitative and cross-sectional examination. To test their perspectives towards E-learning, a survey has been conducted to all students. The outcome showed students ability to embrace e-learning and perceived their utilization in schooling. In any case technological help and the trouble of utilizing technology have been noted as restricting variables for taking on e-learning.

In a study led by Patricia Berteau (Berteau's, 2009)², it was seen that there is a connection between the technological skills and the attitude of the students towards e-learning. Difference was seen between the students recruited and the jobless.

D.W. Sanders et al (Morrison-Safe house, 2001)³ In a science course, Morrison-Safe house noticed mentalities of college students towards the web-enabled learning parts. The discoveries showed a positive effect on decisive reasoning abilities, critical thinking abilities and mastering for students.

Suri and Sharma (Suri, 2013)⁴ directed a review to decide orientation perspectives toward e-learning. An investigation of 477 students reasoned that there is no significant connection between the attitude of the class and the attitude of the students towards e-learning.

Rhema et al (Rhema, 2014)⁵ tended to observe students points of view and perceptions on the innovation permitted gaining from two Libyan colleges. The impact of segment qualities, openness to

innovation, learning innovation use, specialized abilities and fulfilment with innovation on the mentality of the students were considered. The discoveries proposed that segment attributes, for example, current year of enrolment and age, No. of students shifted towards e-learning. Students with openness to innovation were more auspicious towards e-learning. Student capabilities in innovation are a central point in perspectives towards e-learning. Instructors assume a pivotal part in instructive conditions, and their comprehension of e-learning influences the mentality of students towards e-learning.

Krishna Kumar and Rajesh (K. M.Rajesh, 2011)⁶ surveyed the mentality of higher education instructors towards e-learning. The review result showed a great attitude. There were varieties in approach between educators familiar with computers and technology as compared to technologically inexperienced instructors.

(Dalton Hebert, 2016)⁷ A comparable report was led in which Kisanga inspected various variables which decide the shift of instructors towards e-learning. The well-known model for embracing technology has been updated to integrate factors like gender, education and teaching experience as independent factors. In deciding other attitude towards e-learning, different variables like gender, education, and teaching experience were viewed as negligible.

Oscan et al. (Oscan, 2016)⁸ researched the effect of the level of the creative mind of people on the change in way to deal with earlier assistance teacher e-learning. A size of past examinations was utilized to evaluate the level of development, the result of which puts an individual in one of the profiles of innovators, Early Adopters, Early Greater part and Slouches. Such educators' mentality has been evaluated utilizing a particular scale and it has been observed that there is a tremendous distinction in their demeanor towards internet finding out about the level of innovativeness of the individual. The principal deliberate, careful review and meta-examination of on the web and offline learning returns to 2008.

Cook et al (Cook DA, 2008)⁹ chosen 76 papers that differentiated web based and non-web based mediations and 130 papers for clinical instruction students that incorporate no-intercession controls. This exploration closed through a meta-examination that web based mediations were associated with beneficial outcomes comparative with no intercessions, yet the impacts and measurable heterogeneities were for the most part low comparative with offline educating. Researchers have set down ingots of proof appearance that on the online and offline student performance is different in view of student segment qualities. (Olson, 2002)¹⁰ found insufficient proof in evaluating student achievement based on student completion levels of materials to propose that on the online or offline delivery is a variable influencing an students finish of their course work. Some tracked down lower student performance in online-based classes (e.g., (Trawick, 2010)¹¹, while some tracked down higher learning in an online-based environment. Comparing conventional and hybrid parts of marketing principles, (Priluck, 2004)¹² saw no difference in results, however a significant difference in student satisfaction. With the approach of web based technology in online education educators has supplemented different courses going from putting schedules, tasks on the web and other course materials to virtual simulation and assessment. In the event that the student have satisfactory help accessible while-web based course delivery, it is noticed that students have positive attitude in general towards it. (Cooper, 1999)¹³ As these courses are still mostly conventional, in that the students are in face to face and personal communication with the educator

and each other consistently, the positive attitude recorded by the students towards integrating web components into their courses are possibly due in part to their facility and fascination with technology in general and particularly with internet.

RESEARCH METHODOLOGY

In this research, a theoretical framework is used to analyse consumer behaviour towards online and offline education, concerning their willingness to recommend it to others. Consumers usage decision is based on 3 key aspects i.e. the knowledge gained by the customer through it, challenges faced by the customer during the usage and attitude towards online and offline education.

One of the main factors which influence the decision is to gain knowledge and usage about the online and offline education, their features as well as benefits. The customer's willingness to use also depends upon the benefits the mode of education provides. Student's knowledge is influenced by the type and quality of information made available to them.

RESEARCH METHODOLOGY USED TO FULFIL OUR OBJECTIVES ARE

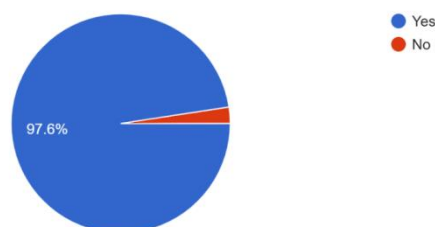
- **Primary data:** -The primary data is collected with the help of survey. The survey was done through a structured questionnaire.
- **Secondary data:** -The source of secondary data is journals, articles, research papers, online sites and websites of online and offline education website.
- **Sample size:** -The sample size for this research is one hundred sixty six 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.
- **Statistical tool for analysis:** -Excel research tools have been used to analyse the data.

RESEARCH OBJECTIVES

- To understand the students perception towards online and offline education.
- To analyse the role of Ed-tech companies in promoting online education.
- To understand the impact of human mediation factor in students learning.
- To know about the pricing and value that student is deriving from the curriculum through both online and offline mode.
- To understand the pros and cons of both online and offline mode of education.

SUMMARY OF DATA COLLECTION

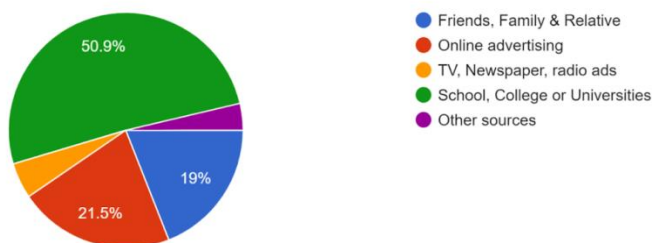
1. Have you heard about online education?
166 responses



The above chart shows the level of awareness among the respondents about online Education. 97.6% of the respondents are aware of the concept of online education whereas there were only 2.4% of the sample population that was unaware of it.

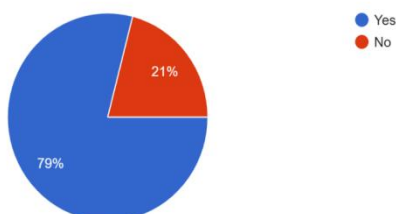
2. Where did you hear or get to know about online education?

163 responses



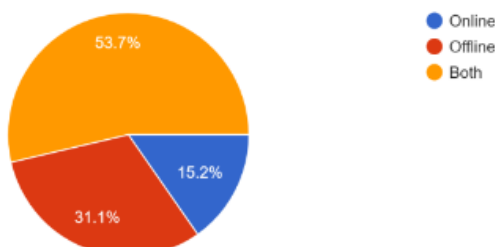
3. Have you ever used any ed-tech platforms?

162 responses



4. Which is the more convenient way for studying?

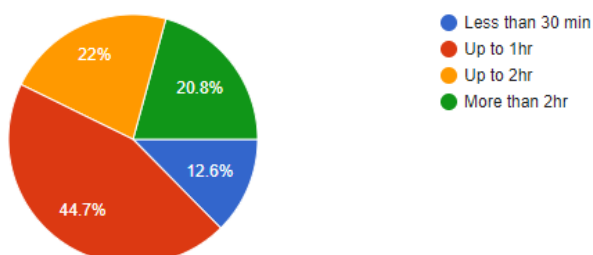
164 responses



The above chart shows that majority of the respondents finds both online and offline mode of education convenient for studying as shown in graph i.e. 53.7%, but still 31.1% of the respondents still find that offline education is more convenient way for studying.

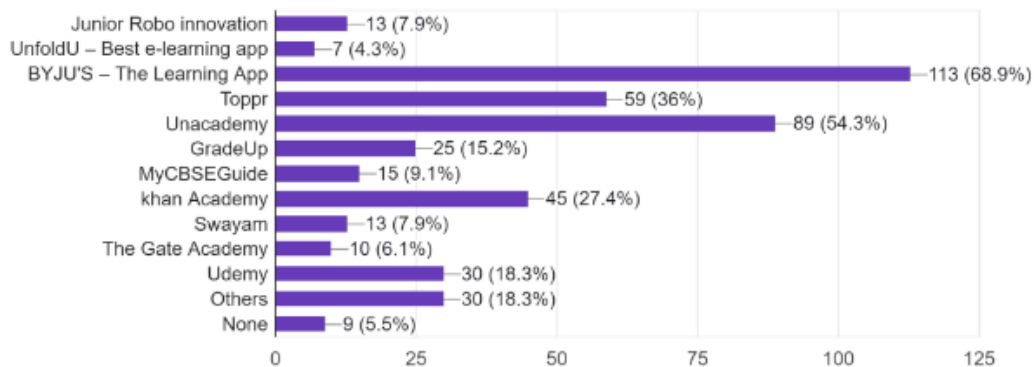
5. If you are an ed-tech user, how much time do you spend on online education platforms in one go?

159 responses



6. Which ed-tech platforms have you heard the most?(select as many as possible)

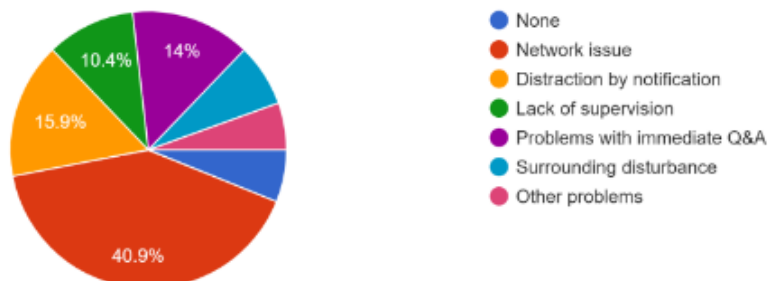
164 responses



From the above table, we can consider that ED-TECH industry has come a long way in this age where a student is trying to be self-dependent rather than going to a coaching class or having a home tutor through this research we got to know about the popularity of some edtech companies which provides inline education and the company with the highest popularity was BYJUS where 68.9% of responders were known to the company. The other companies which are popular among the responders were Unacademy, Topper, Khan Academy, Udemy, gradeUp, swayam.

7. What are the problems that you have faced while studying in online mode?

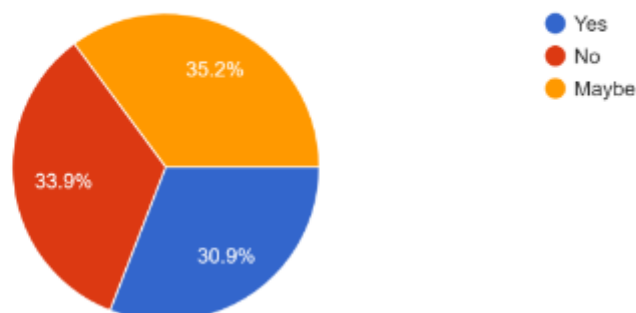
164 responses



The above chart shows that the respondents face various types of issues during online education in which the most common problem is the network issue and the problem with distraction by notification, then there are other problems also.

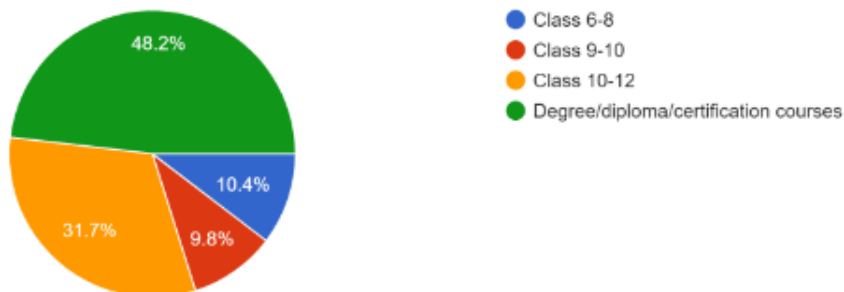
8. Do you find online education more interactive?

165 responses



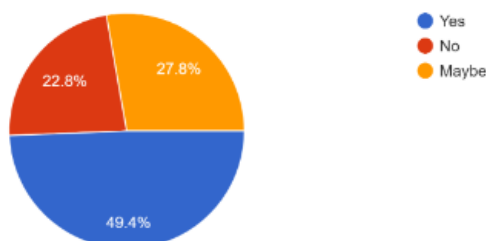
9. In which grade do you find online education more useful?

164 responses



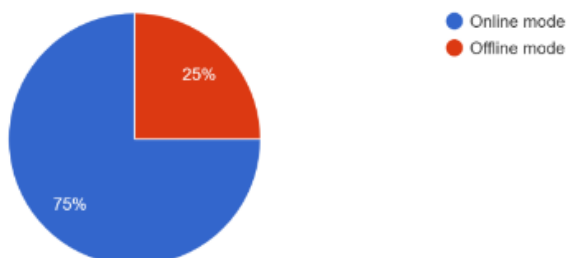
10. Based on your online education experience, would you like to refer online mode of education to your friends or family member?

162 responses



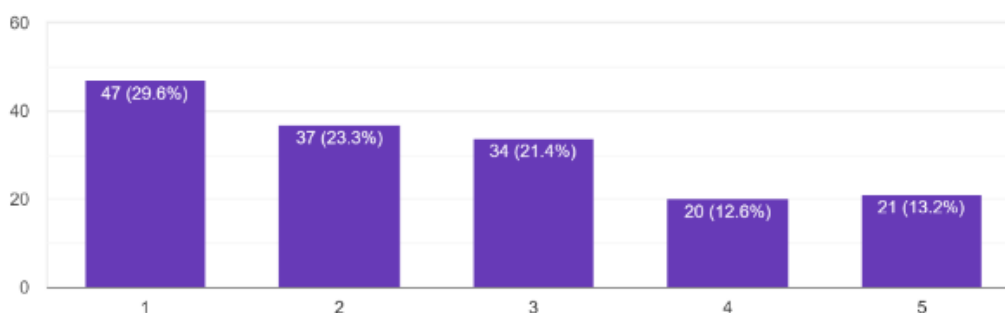
11. Which mode of education is more affordable in terms of price?

160 responses



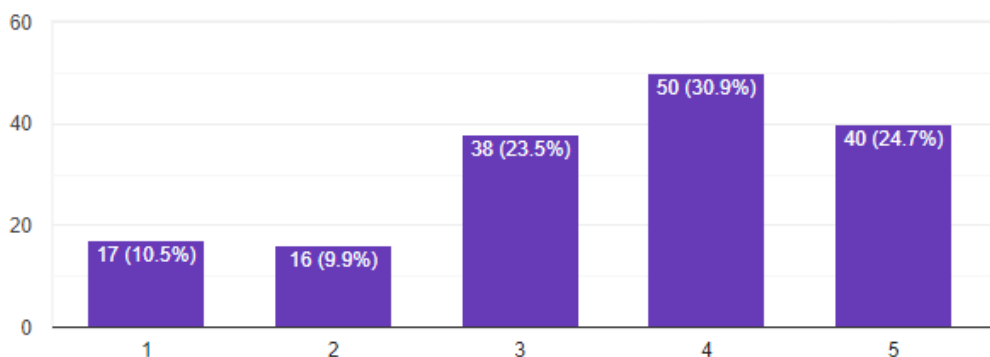
12. On the scale of 1 to 5, how frequently have you used online education platforms before the beginning of Covid-19 pandemic?

159 responses



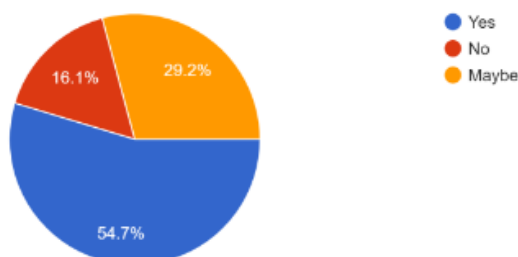
13. On the Scale of 1 to 5, how frequently you use online education platforms after the beginning of covid-19 pandemic?

162 responses



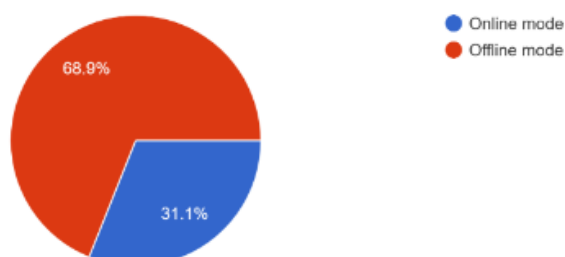
14. Did you ever feel that mediation of human is missing in the online mode of education?

161 responses

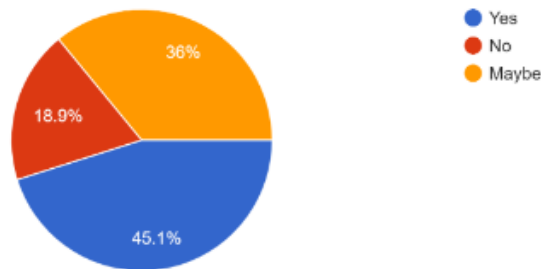


15. Let's assume that price for both online and offline education is same, which one would you prefer?

161 responses



16. UGC Public notice with ref.no. : F. No.3-5/2022(DEB-III), Dated: 02/09/22 notified that degree obtained from online mode of education will be equi...ne education degree rather than traditional one?
164 responses



FINDINGS

Through this research, we got a deep understanding about the perception and attitude of Indian consumers towards online education. The individuals who represent the data are mostly among the age group of 16 to 25. The major finding was that 97.6% of people know about online medium and are aware of the different companies which provide the online medium of study such as BYJU'S, TOPPERS, UNACADEMY etc. We also found that the online & digital media advertisement plays a major role in spreading knowledge about online education because most of the people got aware of online education through online & digital media advertisements. We also found that people love to spend time on online studies as a large amount of audience said they spend upto 1 hours in one sitting and they would love to recommend the online education to others. Through this research, we also got to know about the challenges faced by the respondent's while going on online for studies the biggest challenge in India is still the network issues that can be irritating and quite painful sometimes and most of the audience think likewise. Other than that consumer face challenges with immediate doubt solution of questions and lack of supervision is still a challenge that is faced by the consumers.

CONCLUSION

This research was conducted to understand the perception and attitude of Indian consumers towards online education compared to and offline education. We did this research among the individual which were in the age group of 16 to 25 and which had gone through both modes of learning experience online as well as offline. The research included respondents from different cities and mostly focused on students. The sample size was 167 students.

This research throws light upon the big question in today's internet geek world that which is a better mode of learning online mode of education or offline mode of education. As we found out in this research that however people love to spend the time on online website enhancing their skills and knowledge they still think that only online education is not enough to gain all the knowledge you still need human supervision that is through offline education and that's why most of the responders think that both are a good platform to learn, However, online education wins the race in comfort because most people think that online education is more comfortable as they can study from wherever and whenever they want and the responses also show the consumer perception that the cost of offline education is more than online education in many cases and online education provides them certificates opportunities that are not available in offline education. As India move towards a digital era and now the internet is becoming a part of our life whether it is a banking system, catering, apparels, etc. They all are using the internet for growth and now the internet is also part of education system most of the schools and colleges are using the internet for educational purposes and in near future, we will see a huge number of students using online mediums for studies over offline. After all, the new generation

which is currently in school & colleges will have internet that will play a huge role in their upbringing thus they will always prefer the online mode over the offline because they will have a better connection to the online education. COVID 19 has improved the perception and attitude of Indian consumers towards online education. Govt. of India has also realised and is going to invest a huge amount on online education. Findings of the research indicate that in future online education is going to be an integral part of the educational landscape of India and will complement the existing offline mode of education. Educational institutes which would integrate both modes of education effectively in order to deliver quality educational services will thrive and be successful amidst the competition. The speed with which they will be integrating and delivering quality educational services will be another differentiating factor among the successful and not so successful educational institutions.

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