

# **A Study on Customer Perception and Perceived Value towards Prime Vectors Courses**

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## **ABSTRACT**

This study aims to analyze how students perceive the quality, pricing, and overall value of the courses offered by Prime Vectors. Understanding customer perception has become essential for institutions to attract and retain students in a competitive education environment. The research utilizes primary data collected through a structured questionnaire from 120 respondents in Chennai. Key variables examined include course quality, pricing, service support, and perceived return on investment. Analytical tools such as percentage analysis, Chi-square tests, One-Way ANOVA, Linear Regression, and Independent Sample T-tests were applied. The findings indicate a positive perception towards Prime Vectors Courses, with course quality, practical training, and certification value identified as primary factors contributing to perceived value. Flexible payment options and career-related benefits positively influence enrollment decisions. The study concludes that the courses are well-designed for a diverse demographic, yielding high customer satisfaction and recommendation intention.

## **INTRODUCTION**

In the highly competitive educational environment, professional training institutions are continuously striving to create value for learners. Students evaluate the quality, usefulness, and overall value offered by the institution before selecting a course. Customer perception refers to the process through which individuals interpret information to form an understanding of a service, while perceived value represents the evaluation of benefits received relative to costs incurred. Understanding how customers perceive Prime Vectors Courses provides insights for improving course design, teaching methodologies, and service quality.

## OBJECTIVES OF THE STUDY

### Primary Objective:

- To study the customer perception and perceived value towards Prime Vectors Courses.

### Secondary Objectives:

- To analyse the perceived value of the courses offered by Prime Vectors.
- To examine the relationship between course quality and perceived value.
- To evaluate the impact of pricing on the perceived value of Prime Vectors Courses.
- To measure the customer satisfaction level regarding the courses.
- To understand the factors influencing students' enrollment decisions.

## REVIEW OF LITERATURE

- **Raza, S. A., et al. (2021)** examined how service quality dimensions influence student satisfaction and perceived value, indicating that perceived value mediates service quality and satisfaction.
- **Ali, F., et al. (2018)** provided an assessment of Partial Least Squares Structural Equation Modeling (PLS-SEM), supplying a foundational methodological framework for evaluating complex service quality and customer satisfaction models in the hospitality and broader service sectors.
- **Teeroovengadam, V., et al. (2016)** explored service quality models, revealing that teaching quality, administrative support, and institutional reputation significantly shape perceptions of educational service quality through the development of the HESQUAL model.
- **Wilkins, S., & Balakrishnan, M. S. (2013)** demonstrated that perceived value plays a significant role in shaping student satisfaction and willingness to recommend the institution within transnational higher education environments.

## RESEARCH METHODOLOGY

- **Research Design:** Descriptive and analytical research design.
- **Sources of Data:** Primary data collected via structured questionnaire; Secondary data sourced from websites, journals, and reports.
- **Sampling Technique:** Convenience sampling.
- **Sample Size:** 120 respondents.
- **Area of Study:** Chennai city.
- **Statistical Tools Used:** Percentage Analysis, Chi-Square test, One Way ANOVA, Pearson Correlation Analysis, Linear Regression Analysis.

## HYPOTHESES

The following null hypotheses (H0) and corresponding alternative hypotheses (H1) were formulated and tested:

1. **(H0)** There is no significant association between age group and overall customer perception towards Prime Vectors courses.  
**(H1):** There is a significant association between age group and overall customer perception towards Prime Vectors courses.

- 2. **(H0):** There is no significant association between income level and preference for installment payment options.  
**(H1):** There is a significant association between income level and preference for installment payment options.
- 3. **(H0):** There is no significant difference in perception of course helpfulness among respondents with different educational qualifications.
- 4. **(H1):** There is a significant difference in perception of course helpfulness among respondents with different educational qualifications.
- 5. **(H0):** Employment status has no significant impact on perceived career advancement.  
**(H1):** Employment status has a significant impact on perceived career advancement.
- 6. **(H0):** There is no significant difference between male and female respondents in their satisfaction with administrative services.  
**(H1):** There is a significant difference between male and female respondents in their satisfaction with administrative services.

### DATA ANALYSIS AND HYPOTHESIS TESTING

Table 1: Percentage Analysis - Key Metrics

Metric	Agree / Strongly Agree	Neutral	Disagree / Strongly Disagree
Curriculum relevance to industry needs	79.2%	12.5%	8.4%
Practical training enhances learning	76.6%	14.2%	9.2%
High fees may discourage enrollment	76.7%	12.5%	10.8%
Overall level of customer satisfaction	79.1%	9.2%	11.6%
Customer recommendation intention	75.8%	14.2%	10.0%

### INTERPRETATION

The percentage analysis indicates a strong positive consensus regarding course quality, with 79.2% of respondents validating curriculum relevance and 79.1% reporting overall satisfaction. Despite this high perceived value, respondents exhibit notable price sensitivity, as 76.7% acknowledge that high fees act as a deterrent to enrollment. Consequently, the data establishes that while the educational offerings are highly regarded, financial accessibility remains a critical constraint for prospective learners.

**Table 2: Inferential Statistics and Hypothesis Results**

Statistical Test	Variables Tested	Test Value	p-value	Result
Chi-Square	Age Group vs. Overall Perception	22.648	0.123	Null Hypothesis Accepted
Chi-Square	Income Level vs. Installment Preference	9.054	0.911	Null Hypothesis Accepted
One-Way ANOVA	Educational Level vs. Course Helpfulness	F = 0.468	0.759	Null Hypothesis Accepted
Linear Regression	Employment Status vs. Career Advancement	R <sup>2</sup> = 0.001	0.799	Null Hypothesis Accepted
Independent T-Test	Gender vs. Administrative Satisfaction	t = -0.658	0.512	Null Hypothesis Accepted

## INTERPRETATION

The inferential statistical tests across all demographic cross-tabulations yielded p-values greater than the standard 0.05 threshold. As a result, the null hypotheses are retained, indicating no statistically significant variance in customer perception based on age, income, educational qualification, employment status, or gender. This statistical uniformity demonstrates that the perceived value and satisfaction metrics for the evaluated courses are highly consistent across the diverse respondent population.

## FINDINGS

- Demographics indicate a majority in the 22-25 years age group (42.5%) and undergraduate educational qualification (70%).
- High course quality increases willingness to pay higher fees for 79.2% of respondents.
- 80.9% of respondents confirm that their financial background influences their enrollment decisions, and 76.7% indicate that high fees may act as a deterrent.
- Flexible payment parameters are critical; 70.9% confirm EMI options improve affordability, and 80% prefer flexible payment mechanisms.
- Statistical testing confirms that perceptions are consistent across demographic groups, indicating the broad appeal of the courses without bias toward specific age, income, education, employment, or gender segments.

## SUGGESTIONS & RECOMMENDATIONS

- Continuously update the curriculum with advanced modules, real-time case studies, and industry-relevant tools to align with current trends.
- Enhance hands-on sessions, live projects, and practical training to increase the perceived value of the courses.
- Adopt flexible pricing strategies, including EMI facilities and early-bird discounts, to increase accessibility for middle-income demographics.
- Strengthen placement assistance and career guidance services to improve students' perception of return on investment.

## CONCLUSION

The study establishes that Prime Vectors Courses are perceived as valuable, relevant, and beneficial by the majority of students. By maintaining high standards in course quality, offering flexible pricing strategies, and enhancing career support services, the institution can further strengthen its position in the competitive training market and achieve sustained growth. The statistical analysis supports the conclusion that there is no significant variation in perception across different demographic groups, suggesting effective course design for a diverse student population.

## REFERENCES

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