A STUDY ON PROMOTIONAL STRATEGY AND ITS IMPACT ON CUSTOMERS SATISFACTION TOWARDS E LEARNING AT EDIGLOBE

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1 .INTRODUCTION:

Education is the cornerstone of societal advancement, serving as a catalyst for economic growth, social mobility, and individual empowerment. However, access to quality education has historically been uneven, particularly in emerging markets where challenges such as limited infrastructure, socioeconomic disparities, and cultural barriers impede progress. In recent years, the intersection of education and technology has ushered in a new era of innovation and opportunity, giving rise to a dynamic sector known as Educational Technology, or EdTech. This introduction sets the stage for an exploration of EdTech startups and businesses in emerging markets, tracing their historical evolution, assessing their current impact, and envisioning their future potential. Through targeted advertising campaigns, Edi Globe aims to reach prospective learners across diverse demographics and geographical locations. Additionally, the company offers promotional discounts, free trials, and referral programs to incentivize enrollment and foster customer engagement. Customer Satisfaction in E-Learning: Customer satisfaction in e-learning hinges on several factors including course content quality, platform usability, instructor expertise, and technical support. Edi globe recognizes the significance of these elements and endeavors to provide a seamless learning experience for its users. By regularly updating course materials, enhancing platform functionality, and offering prompt customer support, Edi globe aims to exceed customer expectations and cultivate loyalty.

Impact of Promotional Strategy on Customer Satisfaction: The effectiveness of Edi Globe's promotional strategy in bolstering customer satisfaction is evident in several ways. Firstly, promotional discounts and free trials allow prospective learners to experience the platform firsthand, thereby mitigating apprehensions and increasing enrollment rates. Moreover, targeted advertising campaigns ensure that EdiGlobe reaches individuals genuinely interested in e-learning, leading to higher conversion rates and customer satisfaction. Additionally, referral programs not only attract new customers but also foster a sense of community among existing users, thereby enhancing satisfaction and retention.

Furthermore, partnerships with educational institutions lend credibility to EdiGlobe's offerings, instilling confidence in prospective learners and contributing to overall satisfaction. By strategically leveraging various promotional channels, EdiGlobe effectively communicates its value proposition and differentiates itself from competitors, thereby enhancing customer satisfaction and loyalty.

Diverse Promotional Channels: EdiGlobe recognizes the importance of reaching potential learners through diverse promotional channels. Social media platforms serve as powerful tools for engaging with audiences, sharing valuable content, and running targeted advertising campaigns. By maintaining an active presence on platforms like Facebook, Twitter, LinkedIn, and Instagram, EdiGlobe not only reaches a broad audience but also facilitates direct interaction with current and prospective customers.

Email marketing remains another cornerstone of EdiGlobe's promotional strategy. Through personalized email campaigns, the company keeps learners informed about new courses, special offers, and upcoming events. By

segmenting their email lists based on user preferences and behavior, EdiGlobe ensures that recipients receive relevant content tailored to their interests, thereby enhancing engagement and satisfaction.

1.1 OBJECTIVES OF THE STUDY

- To identify the key factors influencing customer satisfaction in the context of e-learning promotions.
- To analyze how promotional messaging and channels impact customer satisfaction in e-learning by conveying value propositions effectively.
- To analyze the preferences and perceptions of e-learning users regarding promotional offers and their impact on overall satisfaction and loyalty.
- To identify potential gaps or areas for improvement in current e-learning promotional strategies based on customer feedback and satisfaction levels.

1.2 NEED FOR THE STUDY:

- This study analyze the impact of promotional messaging and content on customer perception, engagement, and satisfaction with e-learning platforms.
- This study aids e-learning platforms in effectively engaging customers through targeted promotions.
- This study seeks to improve customer retention and loyalty in a competitive market.
- This study helps investigating how to adapt to evolving market trends and customer preferences.
- This study focuses on optimizing resource allocation for effective promotional efforts.

1.4 SCOPE OF THE STUDY:

- ✓ This study will analyze e-learning promotional methods and partnerships.
- ✓ This study will assess user satisfaction in e-learning based on quality and support.
- ✓ This study will examine user behavior and its relation to promotions.
- ✓ This study will identify research areas to explore e-learning satisfaction and promotions.
- ✓ This study will offer actionable recommendations for improving e-learning promotions.

2. REVIEW OF LITERATURE

Chen & Chang. (2021) Offering flexible enrolment options, such as modular course structures or self-paced learning paths, can cater to the diverse needs and preferences of leads within the e-learning market. By allowing learners to customize their educational journey according to their schedules, interests, and skill levels, e-learning platforms can enhance accessibility, engagement, and ultimately, conversion rates.

Banerjee P. (2020) Comparative study of Ed-Tech companies in the pandemic: At an estimated size of $700 million today, the Edu-Tech market comprises of mainly higher education, professional skilling courses and the primary education. Since the onset of the pandemic, enormous adoption of online education started in all institutions

including the schools, colleges and the professional institutes. Edu-Tech was already growing to greater heights before the pandemic; but after Covid, the entire industry suddenly got a robust inflow of investments, acquisition and up- gradation. This is because online classes are the new normal for students and teachers which is in favour of those managing the Edu-Tech companies

Sharma, Ashish, and Sonal Agarwal. (2020) This study examines the combined impact of service quality, price promotions, and perceived value on customer satisfaction and loyalty in the e-learning industry. By considering the interplay between these factors, the research highlights the importance of delivering high-quality services while effectively leveraging price promotions to enhance customer satisfaction and foster loyalty among e-learning users.

Xie, J., Mao, J., & Li, Y. (2020). Focusing on the influence of online advertising on e-learning satisfaction, this study considers the role of ad relevance and user engagement in shaping user perceptions. By analysing user responses to online advertisements and survey data, researchers examine how the relevance and engagement level of online ads affect satisfaction with e-learning platforms.

Dileep Gupta (2020) The growth of Edu-Tech companies in the market: In recent months it has become clear that for markets, the future lies in education sector. Several educational institutions and entrepreneurs are moving away from traditional business models and are being able to incorporate new technologies into their businesses. At the same time, many start-ups are interested in Ed-Tech start-ups.In fact, Venture Capitalists are known to support USD. $7 billion in 105 transactions in the Edu-Tech market in 2019. This not only drew the attention of business stakeholder to the entry of the Ed-Tech space, but also encouraged entrepreneurs by reforming their existing businesses using modern technology.

Alalwan, Ali A., et al. (2019) This study delves into the specific context of Saudi universities to investigate how social media marketing initiatives influence student satisfaction in e-learning. By examining the usage patterns and perceptions of students towards social media marketing efforts, the research sheds light on the effectiveness of these strategies in enhancing customer satisfaction within the e-learning sector.

3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Descriptive approach is one of the most popular approaches these days. In this approach, a problem is described by the researcher by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation.

3.3 SAMPLING TECHNIQUE

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of inference.

3.3.1 SAMPLING METHOD

In this study **simple random sampling method** is used in selecting the samples. The random sampling method is the sampling method, in which each item in the population has an equal chance of being selected in the sample. Hence this method is also called as chance sampling.

3.3.2 SAMPLE SIZE

The sample size chosen for this study is 154 customers as respondents.

3.3.3 SAMPLE AREA

The sample area is covered the customers or users of ediglobe.

3.4 DATA COLLECTION METHOD

The data collection method used in this research is questionnaire method. Here the data are systematically recorded from the respondents.

3.4.1 PRIMARY DATA

The primary data is defined as the data, which is collected for the first time and fresh in nature, and happen to be original in character through field survey. Here the primary data is the questionnaire which is collected from 167 respondents.

3.4.2 SECONDARY DATA

The secondary data are those which have already been collected by someone else and have been passed through statistical process. Here the secondary data is collected from the sites of the official websites of the company and the other sites.

3.4.3 TOOL USED FOR DATA COLLECTION

A questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence

3.6.2 CHI-SQUARE TEST

Chi-square is an important non-parametric test and as such no rigid assumptions are necessary in respect of the type of population. Both the frequencies must be grouped and the theoretical distribution must be adjusted to give the same told frequencies, which is equal to that of observed frequencies and is calculated with the help of the following formula.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

3.6.3 CORRELATION ANALYSIS

Correlation Analysis is a statistical technique used to measure the magnitude of linear relationship between two variables. Correlation Analysis is not used in isolation to describe the relationship between variables. To analyze the relation between two variables, two prominent correlation coefficient are used –the Pearson product correlation coefficient and Spearman's rank correlation coefficient.

In this study the Pearson product correlation coefficient is used to find the correlation coefficient between respondents awareness level at the time of joining with employees participation in suggestion scheme & respondents awareness level at present and the counseling. This is also known as simple correlation coefficient and is denoted by "r". The "r" value ranges from -1, through 0, to +1. It is calculated using the formula.

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[\, n\Sigma x^2 - (\Sigma x)^2 \,]\,[\, n\Sigma y^2 - (\Sigma y)^2 \,]}}$$

4. DATA ANALYSIS AND INTERPRETATION

4.1 CHI - SQUARE

- **Null hypothesis (H0):** There is no significant relationship between the rating of the level of support provided by the team after the enrollment process and the proactive addressing of issues or concerns that arose after enrolling in the course.

- **Alternative hypothesis (H1):** There is a significant relationship between the rating of the level of support provided by the team after the enrollment process and the proactive addressing of issues or concerns that arose after enrolling in the course**.**

CHI-SQUARE CROSSTABULATION

How would you rate the level of support provided by our team after the enrollment process was completed?* How would you rate the level of support provided by our team after the enrollment process was completed

Expected Count

		How would you rate the level of support provided by our team after the enrollment process was completed?					Total
		1	2	3	4	5	
How would you rate the level of support provided by our team after the enrollment process was completed?	1	.1	.3	1.4	2.1	.1	4.0
	2	.4	1.3	5.2	7.7	.5	15.0
	3	1.3	4.3	17.6	26.2	1.7	51.0
	4	2.0	6.6	26.8	40.0	2.5	78.0
	5	.2	.5	2.1	3.1	.2	6.0
Total		4.0	13.0	53.0	79.0	5.0	154.0

RESULT:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	122.220[a]	16	.000
Likelihood Ratio	113.954	16	.000
Linear-by-Linear Association	41.314	1	.000
N of Valid Cases	154		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .10.

DECISION:

From the above table we found that there is no significant relationship between the rating of the level of support provided by the team after the enrollment process and the proactive addressing of issues or concerns that arose after enrolling in the course and their overall satisfaction with the service 5% level of significance, the study shows significance value as 0.000 so we reject null hypothesis and accept alternative hypothesis.

4.2 CORRELATION

➢ **AIM OF THE STUDY:** To find the relationship between the extent to which our executive demonstrated a deep understanding of your specific needs and challenges and the sufficiency of information and insights provided to make an informed decision.

Correlations

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	.521**
	Sig. (2-tailed)		.000
	N	154	154
VAR00002	Pearson Correlation	.521**	1
	Sig. (2-tailed)	.000	
	N	154	154

**. Correlation is significant at the 0.01 level (2-tailed).

Decision:

There is a positive correlation [0.521] between the extent to which our executive demonstrated a deep understanding of customer specific needs, and challenges and the sufficiency of information and insights provided to make an informed decision

5. CONCLUSION

Several key areas of concern have been identified regarding various aspects of the customer experience with our services at Edi Globe. Firstly , there is notable dissatisfaction among respondents with the pre-sales information provided by our personnel, as well as with the information found in our brochures and on our website. This suggests a need for improvement in the clarity, accuracy, and relevance of the information presented to potential customers during the initial stages of engagement. Furthermore, there are concerns regarding the effectiveness of our executives in understanding and addressing customer needs and challenges. While a significant portion of respondents expressed satisfaction, there remains room for improvement in ensuring that our executives fully comprehend and cater to the exact requirements of our customers.

Additionally, dissatisfaction was observed in the development of programs anticipating future requirements, as well as in the team's effectiveness in the post-enrollment process and the level of support provided thereafter. This indicates a need to streamline processes, enhance training programs, and improve communication channels to better serve our customers throughout their journey with us Moreover, there are concerns about the quality of lectures provided by our institution/professors, the level of service and support received, and the perception of our brand reputation in the industry. Addressing these concerns requires a concerted effort to uphold high standards of education, service delivery, and brand positioning Lastly , while a significant portion of respondents expressed satisfaction with the competitive advantage of our products, there are mixed sentiments regarding repurchase intention and recommendations to prospective buyers. This underscores the importance of consistently delivering value and exceeding customer expectations to foster loyalty and advocacy.

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