CONSUMER PERCEPTION TOWARDS E-LEARNING WITH SPECIAL REFERENCE TO ONLINE COURSES PROVIDING COMPANIES AT BANGALORE CITY

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ABSTRACT

Exam preparation, reskilling and certification, casual learning, higher education language, and primary and secondary supplemental education are some of the areasthat make up the online education sector. With a predicted CAGR of 46.48 percent, the market for online primary and secondary supplemental education would increase in value from INR 11.99 billion in 2018 to INR 123.65 billion by 2024. A shift in consumer behaviour toward detailed learning and an increase in demand from tier IIand tier III cities are what are fuelling the growth of this industry. From 2019 to 2024, the market for online reskilling and certification is projected to expand at a CAGR of 36.95 percent, reaching INR 93.81 Bn. The growing skill gap among workers brought on by the growing business environment is driving up the demand for reskilling programmes. The market for online higher education is expected to increase at a CAGR of 40.74 percent from 2019 to 2024 to reach INR 40.63 billion, from an estimated value of INR

5.01 billion in 2018. Because the traditional educational system cannot meet the demands of the growing population, students are turning to online higher education courses. This paper throws light on the importance of online education, and percentage of people relying on online education and their dependency on the various courses and the features of it in particular.

Keywords: *E-learning, Online, Certifications, Programmes*.

INTRODUCTION

The higher education category dominates the worldwide market for online educationon a vertical level, while the industry and professional segment is predicted to develop at the quickest CAGR of 32.1 percent during the projected period. Due to its popularityamong end users, higher education dominates the online education market. Whileteaching users on online learning tools like videos and chat rooms, online education offers students a variety of higher education courses and certificates. Additionally, it offers cost-effective features, as well as flexibility in terms of time and place, to learners. Academic institutions hold a significant market share. Other reasons influencing the expansion of online education by academic institutions include more flexibility in studying and increased efficacy of animation learning. The students' embrace of online education is also a result of the shortage of qualified personnel in several schools and universities in developing countries. Government funding and support is another important factor in the industry's expansion.

The corporate sector and academic institutions make up the two different sorts of sectors that make up the global online education market. Given the rising number of students in educational institutions and the continued need to upskill and provide staff with industry-relevant training, academic institutions and companies must create options that allow individuals to learn whenever and from wherever they want. Due to the expanding student body and the accessibility of online education, many educational institutions combine face-to-face and online learning at all educational levels. As an illustration, Berkeley University of California and edX recently teamed together to make the Data 8 course, which was previously exclusively accessible to a smallnumber of people who were admitted to the school, available online for free.

Colleges and organizations all around the world are continually offering new MOOCs and online learning courses. Due to growing tuition expenses and high interest rates on student loans in both developed and developing countries, attending a campus-based university has become more expensive. This has a beneficial impact on the demand for learning management systems (LMS) at these universities and colleges. In July 2017, the George Washington University unveiled Talent@GW—Learning, a new learning management system (LMS) that enables users to access online training, sign up for in- person training, and access professional development materials including videos and manuals all in one place.

LITERATURE REVIEW

- Sedigheh Moghavvemi (2017) Research on using interpersonal organizations for educating and learning is moderately scant with regards to data frameworks. There is undeniably more accentuation on concentrating on the utilization of informal communities towards satisfying people's essential social necessities. This study utilizes the bound together hypothesis of acknowledgment and utilization of innovation (UTAUT2) to dissect understudies' aim to endlessly utilization of e-learning through Facebook. It integrates perkiness into the UTAUT2 model and orders the determinants of goal to utilize e-learning through Facebook into three classifications, to be specific, gluttonous qualities, utilitarian qualities, and correspondence values.

- Zaidatun Tasir (2018) The motivation behind this study was to research understudies' insights on the ebb and flow e-learning framework and taking on person to person communication as a primary foundation of the college e-learning. Thisconcentrate additionally investigated the expected expertise for compelling utilization of long range interpersonal communication devices. The number of inhabitants in this study were 600 last year understudies at one of the Faculties in a Malaysian's college.

- Muhammad Saleem (2021) Augmented reality applications are an original innovation in e-discovering that upgrades understudies' learning quicker in virtualstudy halls. Starting from the beginning of the COVID-19 pandemic, customary showing systems pushed back because of the speedy spread of Coronavirus illness. This study researches college understudies' aim towards e-learning through increased reality application during the COVID-19 pandemic in Pakistan. This study introduced areasonable model in view of the hypothesis of arranged conduct that looks at college understudies' convictions and their aim to choose increased reality application subjectto e-learning of coursework.

RESEARCH DESIGN Statement of Problem:

"Consumer Perception towards E-Learning with special reference to Online courses providing Companies"

Need for the study:

Every company wants to have new customers; this happens when a company tries to create awareness of their brands in a creative manner. So the company promotes itself by attracting more offers and discounts. Hence, it's required to understand how the company is following its strategies to attract more customers.

Objective of the study:

Main objective of the study is

➤ To know most preferred way of education

➤ To know why people are preferring online education over offline education and companies

➤ To know the future scope of online education

➤ To understand whether the online and offline are treated in the same way

➤ To know advantages and disadvantage of online and offline

Scope of the study:

The study was conducted only to limited customers base and the existing customersof e-learning with special reference to Online courses providing Companies company hence

• The study is limited to the perception of the customers towards Online mode ofLearning.

• Advanced statistical tool is not used for analyses and interpretation of the data.

➤ Limited period of study.

Research design and sampling:

This research is on customers of Online course offering companies learners and understanding the perception of learner. To conduct research, a questionnaire is prepared to study about the marketing strategies of the that companies as well the feedback of the customers. In this study my sample size will be 100 and data will be collected by the questions and analyze it by feedback of the customers.

Research instrument:

For the research the primary data and secondary data will be collected and analyzed and questionnaire is prepared to do the research.

Research methodology

Data Source

Once the research design has been absolute upon the next stage is that of selecting the source of data. They are primary data, secondary data.

DATA ANALYSIS AND INTERPRETATION

1. The Study reveals 70% of male category and the rest 30% are under the female category. Majority of customers are males. customers who are interested to know about the e-learning platform and want information about the course that they are looking for on our website is majorly male when compared to female. Male customers are more preferring to study on the online platform than the female customers who are not that interested to opt for the online platform.

2. The study shows 60% of Customers prefer offline and the rest 30% prefer online. Majority of customers are more toward the traditional way of learning i.e. offline mode of education. majority of people who come on the site looking for training in their respective domain are more preferred towards offline training rather than online mode because they feel that they can have the interactions with the trainer better in the offline mode than the online mode, according to them they will be more suitable if the trainer is present in view to them in person.

3. Research shows that 30% of them spend close to 5-6 hours, 60% of them spend close to 2-4 hours, and rest 10 of them spend less than 2 hours a day. Majorly people spend close to 2-4 hours a day on the internet whereas 30% of people spend close to 5-6 hours and the rest 10 % of people spend less than 2 hours a day on the internet this would be depending on the network access and on the role of jobs what they are pursuing which would make them vulnerable to use internet willingly or un-willingly.

4. Study reveals that 75% of people who are enquiring on the website for aparticular course are well aware of how the online sessions go on and about the process that they have to follow in order to attend the sessions whereas the rest 25% of people are not that aware of the mode of training and must be explained to them while having a conversation with them on call.

5. 60% of people who come to the website are not willing to go ahead with the program at instant of time they keep asking for more time to do research by themselves and see if that choice would be beneficial for them or not, whereas there are others close to 40% of them are willing to go ahead once they have all their doubts and

queries cleared and proceed with the training as soon as possible from their end .

6. Majority of them i.e 65% of people who visit the site are well aware of the competitors who are present in the market and more often they would compare all the facilities provided by each other and depending on that they would choose which site would be more beneficial for them to enroll and the rest 35% of people would be new to the site and will have to be explained in detail all the key features about online course site and make sure that they have a positive response from their side.

7. Large number of people i.e. 65% who visit the site looking for training assume that the live online sessions would also be interactive enough for them so that they can communicate with the trainer and have a conversation during the training, but still there are people who disagree with the same that the sessions would not be that interactive enough for them in order to understand the topics more easily.

8. Research proves that 80% of people who come to the website looking for the training expect that they are having flexible timings would bemore beneficial for them rather than the allotted time limit for them to finish their training whereas there are very few people who look for minimum time to finish their training as soon as possible according to their requirement.

9. Studies shows that people expect that the price would be negotiable than agreeing on the base price mentioned on the website for each and every course. More than 50% of people always expect that the price can be reduced further more than the base price with the discounts available for them. Indian customers are always price sensitive and will further also be the same.

10. Research reveals that 80% of people who come on to the website looking for training are always expecting that there will be placements activities for them to enroll and get placed according to the domain that they choose to get trained non and see to it that they are placed in the same domain that they get trained on and expect a good salary in return.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

➢ Maximum no. of customers who visit the website are from the male category.

➢ Maximum no. of customers prefers Offline mode of training rather than Online mode of training.

➢ Usages of internet is restricted to the access and requirements of the individual according to their job profile and personal reasons.

➢ Majority of people who visit the site are aware about the training procedure and very few are not that aware of how the training goes on and must be explained tothem.

➢ Maximum of customers who visit the site are willing to go forward with Online training.

➢ Majority of people are also aware about the competitors who are available in the market and always see what the main differences are between them and us to compare and find out which is better for them.

➢ Maximum of people see to it that the sessions are interactive for them to be able to have contact and interact with the trainers with whatever queries they have.

➢ Customers always expect that they can have flexible time scheduling in their training where they can have access to training more than the allotted time limit to them.

➢ Majority of customers do not prefer the Base price mentioned in the website and always ask for discounts available to henceforth reduce the cost of the program.

➢ Most probably people who enroll for the training expect Placement activities to be present for them in order to get into the same domain as they get trained for.

Suggestions:

➢ First of all, I'd like to note that a sizable portion of people are still unaware of online learning and the platforms on which you would be educated; thus, we must work to spread knowledge from the outset so that they are also aware of the platforms at their disposal.

➢ The majority of website visitors prefer offline learning to online learning, thus it is important to communicate the value and simplicity of online learning to customers. Understanding what the competitors are capable of providing the customers andaccordingly improving the state of the ourselves which should always be ahead of our competitors is a main concept that must be focused on so that we can handle any kind of question or query that would be asked to us while having a conversation with the customer.

➢ The mindset of the customers should be changed from them believing that only by opting offline mode of education would be possible to be more interactive with the trainer rather than online mode, here is where we will have to convince them in believing that even in online mode of education you would be more interactive with the trainer and be able to understand the topics much better than the offline mode of training where you would be restricted to the time limit and the access that they get to go ahead with the training program.

➢ Usually out of all the customers who enquire about the course on our website will not agree on the base price as mentioned on the site for the online training at the 1st go itself, so we must be able to understand what the customer needs and accordingly set aprice with a discount offer so that they would be interested on the same and will plan to go ahead with the course and enroll without any obligations from their side.

➢ The last thing would be to see to it that the customers who are enrolling with online course offering companies must and foremost have a really good experience when it comes to training and with all the facilities provided along with that , so that once the existing customer has had a good experience then there would be chances that they would prefer many more towards our institution and this would overall increase the brand name and the reputation of the company within the market place.

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