A Study on Students Satisfaction toward the Byju's Learning app with Special Reference to Coimbatore City

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Abstract

The Byju's Learning app is one of the E -learning platform There are many educational institution that are widely available in E- learning platform. The Byju's learning app is useful for the School students and those who are learning for competitive exam. They are training students through online and offline platform ,one of the best online education for the students through app, which is more useful in pandemic situation. The study was about the students Satisfaction and number of sample has been taken for the study is 50. This survey focus on the students satisfaction level and knowledge acquired by the students through E- learning system provided by Byju's.

Keywords : e-learning ,Students Satisfaction

Introduction

Byju's is an Indian multinational educational technology Company, head quartered in Bangalore, Karnataka was found in 2011 by Byju Raveendran and Divya Gokulnath . It is one of the private institution.

In August 2015 this firm has Launched Byju's, the Learning app. In 2017 they launched Byju's Maths App for kids and Byju's parent connect app

The term Byju's is a "Source of Energy", providing subject classes for the school students (1-12) and also coaching class for competitive exam such as IIT, JEE, NEET, CAT.

Statement of the problem

The Byju's learning app was one of the e-learning, it was very new for the students to adopt the benefit of this app . The app was more familiar in Urban area , people are well known about this app but in Rural areas people are not familiar about the app due to illiterate. Most of the students are not interested to prefer online course due to in adequacy of knowledge and usage of internet has been found to be the problem faced by the students.

Objective of the study

- To study about the demographic profile of the respondents .
- To know the satisfaction level among the students about the Byju's learning app.
- To know the students perception in learning through the byju's app.
- To know the standard of class students who is more comfortable in byju's app.

- To know the selected language of students which they preferred in byju's.

Hypothesis

H1- There is significant relationship between the gender of the respondents and their usage of the app

H1- There is a significant relationship between students perception and their period of usage for the past.

Limitation of study

- The respondents were restricted only to school students.
- The duration of study was finished in a very short period of time.
- Limited sample size 50 was taken for the survey.

Review of literature

Dr .Sangeeta Mukherjee (march 2020) the author found that the Byju's learning app is very helpful for the students to understand the basic concept with in a very short time period the students easily adopting the concept and visual learning app makes it very interactive and experience to the students the app subscription was costly for the average earning people .

RR. Chavan, Abhishek Shukla (August 2018) author found that the app using the advance technology and unique combination in the media. The Byju's adopted the content it was very help full to create a new learning app for the students. The founder of Byju's app approaches e- entrepreneurship and he started the Ed- tech company in digital platform. I there are many new opportunities in different business sectors.

Mohd Shoaib Ansari (January- 2017) the author says that portable learning application and it was extremely helpful for the school students and their learning., was in advanced education more over the application out comes that the students have sufficient information. The students utilise the portable innovation of the web in their mobile app.

Dr BADA , Steve Olusegun (Dec- 2015) found that learner is found the process of Learning. He/she learned has be related accordingly to the present world method of self learning are more conceptual and explored as constructivism and emphasized as critical thinking and decision making.

Research Methodology

Research methodology is defined as tools or instruments used to accomplish the goals and attributes of study.

Methods of data collection

The data was collected for the study is

- **Primary Data:** The primary data are those which are collected as fresh for the primary time.
- **Secondary Data:** Secondary data is collected from Journals, Magazine and Books, newspaper and internet.

Area of study : The study was conducted in Coimbatore city.
Sample size: The sample size is 50 .
Tools Used for Analysis: Data are analysed using tools such as simple percentage and chi- square test .

Simple Percentage: Simple percentage method analysis helps to find the factors which is significant among number of factor.
Chi- Square: A chi- square statistics is used to test the measure of expectation.

Analysis and Interpretation

Demographic Profile of Respondent

S. No[i]	Demographic		No of Responded	Percentage
1.	Gender	Male	18	36
		Female	32	64
2.	Age	a)10-12	1	2
		b)12-14	4	8
		c)14-16	12	24
		d)16-18	33	66
3.	Education qualification	a)HSC	34	68
		b)SSLC	16	32
4.	How many of them using the app	a)Yes	21	42
		b)N0	29	58
5.	What was the students perception through visual classes	a)Excellent	6	12
		b)Good	33	66
		c)Better	11	22
		d)Bad	0	0

Interpretation

Table 1 clearly state the demographic profile of the sample respondents .Most of them are female .Majority of the respondents in the age group (16-18).Majority of them are HSC students .Majority of them are not using the app .Most of the students respondents are good for visual classes.

Chi –Square Analysis

Formula: $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom =(r-1) (c-1)

H1- There is significant relationship between gender of the respondents and .Their using the app.

Chi –Square Table

O	E	(O-E)²	(Oi - Ei)²/Ei
5	7.56	6.5536	0.8668
13	10.44	6.5536	0.6277
16	13.44	6.5536	0.4876
16	18.56	6.5536	0.3531
		TOTAL	**2.3352**

Source

:Primary Data

Significant

level=0.05

Result :Calculation of chi –square value is (2.3352) is less than(3.841)table value hence the hypothesis is accepted .It was found that there is significant relationship between gender and using the app.

H1- There is a significant relationship

between students perception and their period of usage for the past.

Chi-Square Table:

O	E	(O-E)²	(Oi-Ei)²/Ei
1	1.32	0.102	0.077
1	1.20	0.040	0.033
1	0.12	0.774	6.450
3	3.36	0.129	0.038
8	7.26	0.547	0.075
6	6.60	0.360	0.054
0	0.66	0.435	0.659
19	18.48	0.270	0.014
2	2.42	0.176	0.072
3	2.20	0.640	0.290
0	0.22	0.048	0.218
6	6.16	0.025	0.004
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
		TOTAL	7.984

Source: Primary data

Significant level =0.05

Result:

The calculated chi –square value is (7.984) is less than (16.919) table value .Hence the hypothesis is accepted .Therefore ,there is a significant relationship between student perception and their period of using the app for the past.

Result and discussion

1. Majority 64% of the respondents are female.
2. Majority 66% of the respondents age fall between 16-18 years.
3. Majority 58% are in the joint family.
4. Majority 54% are number of member in family fall (2-4).
5. Majority 68% of the respondents are under the HSC.
6. Majority 54% of the respondents are known through advertisement.
7. Majority 58% of the respondents are not using the byju's app.
8. Majority 96% of the respondents are useful for the students.
9. Majority 56% of the respondents are not using app for the past.
10. Majority 38% of the respondents are in monthly package -10,000.
11. Majority 48% of the respondents are those student prefer the slot Monday- Tuesday- Friday.
12. Majority 50% of the respondents are provided all the facilities.
13. Majority 66% of the respondents of the students prefer visual classes are good.
14. Majority 54% of the respondents of students prefer language in English.
15. Majority 52% of the respondents prefer training for IIT.
16. Majority 54% of the respondents are efficiently handled by the faculties.
17. Majority 64% of the respondents are more comfortable for HSC students.
18. Majority 88% of the respondents are well known about Byju's app.
19. There is significant relationship between gender and their using app.
20. There is significant relationship between student perception and their period of usage for the past.

Suggestion

In the study the students are aware about the Byju;s learning app .The students have gained knowledge through the Byju;s app The usage and subscription of the Byju;s app is very low for the past they need to increase the utilization among the students .The app provides all the modern technology like ,video based instruction etc. The Byju;s app gives a good online education to the students.

Conclusion

This Study conclude that students are more useful through the E – learning which provide more modern techniques like web- based learning ,video based instruction etc. .The Byju's app is very useful for the school students . Mostly students are well known about the usage ,awareness and gets satisfied through this Byju's learning app.

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