

# STUDENTS SATISFACTION TOWARDS THE BYJU'S LEARNING APP WITH SPECIAL REFERENCE TO COIMBATORE

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## ABSTRACT

The Byju's Learning app is one of the e-learning platforms. There are many educational institutions that are widely available on e-learning platforms. Through a survey conducted among a diverse group of students, we analyzed factors such as user experience, content quality, and learning outcomes. Results indicate a generally high level of satisfaction, with students appreciating the interactive features and personalized learning paths. The study was about the students satisfaction, and the number of samples that have been taken for the study is 80. Overall, the findings highlight the effectiveness of Byju's in enhancing student learning while also suggesting areas for improvement to maximize its educational impact.

**Keywords: e-learning, Students satisfaction.**

## INTRODUCTION

Byju's is an Indian multinational educational technology company headquartered in Bangalore, Karnataka was founded in 2011 by Byju's Raveendran and Divya Gokulnath. It is one of the private institutions. In August 2015, this firm launched Byju's 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 classes for competitive exams such as IIT, JEE, NEET, and CAT.

Designed to make learning engaging and effective, our app offers a vast array of interactive lessons, practice tests, and personalized learning paths across various subjects. Whether you're preparing for exams or exploring new topics, Byju's provides a comprehensive and immersive learning experience tailored to your needs. Join millions of students who have transformed their education with Byju's where learning meets innovation.

## 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. In the COVID-19 period, for online education, Byju's app acts as a leading online education brand, with highly subscribed users to the mobile

application for student education. The app was more familiar in urban areas; people are well known about this app, but in rural areas, people are not familiar with the app due to illiteracy, which was found to be the problem faced by the students.

## OBJECTIVE OF THE STUDY

- To study the demographic profile of the respondents.
- To know the satisfaction level among the students about the Byju's learning app.
- To investigate the problems faced by the students while using Byju's learning app.
- To provide suitable solutions.

## REVIEW OF LITERATURE

- **Dr. Sangeeta Mukherjee (2020)**<sup>1</sup>The technological innovations that are adopted by BYJU'S are highly helpful to the students to understand basic and complex concepts in a very short time. The BYJU'S App uses web-based learning, visual learning, and personalized learning, which altogether provide an immersive learning experience to students. One of the findings is that the advertisement claims that the app makes an interactive learning experience. The premium subscription is a bit costly for the average earning Indian consumer.

- **RR Chavan, Abhishek Shukla (2018)<sup>2</sup>** Using technology as an enabler and unique combination of media and content adopted by BYJU'S helps it to create a learning app for students. This paper also discusses the approach of e-entrepreneurship taken by the founder of BYJU'S to start Ed-tech company to serve maximum students through a digital platform.
- **Mohammed Shoaib Ansari (2017)<sup>3</sup>** Learning applications are expanding among students. Found that portable applications can be extremely helpful in the advanced education condition. Mobile app for learning is popular in higher education in India.

**SCOPE OF THE STUDY**

- The scope is related to the study of satisfaction towards Byju's Learning app with special reference to Coimbatore.
- The study focused on the in-depth issues regarding the nature and satisfaction level of services provided by BYJU'S.
- Secondly, it assesses the quality and effectiveness of these e-learning platforms to ensure that they provide high-quality education and meet the needs of students.

**LIMITATIONS OF THE STUDY**

- The findings of the study were based on the assumption that the respondents gave their true and unbiased information.
- The respondents were restricted only to school students.
- The sample size was 80 respondents. If the sample size were greater, the results of the inference would have been different.
- The duration of the study was finished in a very short period of time.

**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 that are collected as fresh for the primary time. The primary data for this study is collected using Structured Questionnaire.
- **SECONDARY DATA:** Secondary data is collected from journals, magazines, books, newspapers, and the internet.
- **AREA OF STUDY:** The study was conducted in Coimbatore.
- **SAMPLE SIZE:** The sample size is 80.
- **TOOLS USED FOR ANALYSIS:** Data are analyzed using tools such as simple percentages and chi-square tests.
- **CHI-SQUARE ANALYSIS**  
**Formula:**  $\chi^2 = \sum (O-E)^2/E$   
**Degree of Freedom:**  $(r-1)*(c-1)$ .

**ANALYSIS AND INTERPRETATION**  
**PERCENTAGE ANALYSIS**

**TABLE 1:** Showing Demographic Profile of the Respondent.

S. NO	Demographic	No of Respondents	Percentage	
1.	Age in years	12 - 13	13	16.3%
		13 - 14	13	16.3%
		14 - 16	8	10%
		16 - 18	46	57.5%
2.	Gender	Male	28	35%
		Female	52	65%
3.	School	Matriculation	39	48.8%
		CBSE	13	16.3%
		Government	15	18.8%
		ICSE	13	16.2%
4.	Locality	Urban area	46	57.5%
		Rural area	19	23.8%
		Semi-Urban	15	18.8%

**INTERPRETATION**

Table1 clearly state the demographic of the respondents. Most of them are Female. Majority of the respondents in the age group (16-18) years. Majority of them are Matriculation students. Majority of the respondents reside in urban area.

**TABLE 2: CHI-SQUARE ANALYSIS**

Factor s	Very Satisfie d	Satisf ied	Not Satisf ied	Very Dissatisf ied	T
Male	22	4	2	0	28
Female	24	11	13	4	52
<b>T</b>	46	15	15	4	80

**HYPOTHESIS:**

$H_0$  = There is no significant relationship between Gender and Level of Satisfaction.

$H_1$  = There is significant relationship between Gender and Level of Satisfaction.

**TABLE 3:**

Variable	Degree of Freedom	Calcul ated Value	Table Value	Accepted / Rejected
<b>Gender &amp; Level of Satisfact ion</b>	3	9.01	7.815	$H_1$ Rejected

**Source:** Primary source

**Significance level:** 0.05

**RESULT:**

The calculated chi – square value is (9.01) is greater than (7.815) table value. Hence, the hypothesis is rejected. Therefore, there is significant relationship between Gender and level of Satisfaction.

**FINDINGS**

1. The majority 65% of the students are female.
2. The majority 57.5% of the student ages fall between 16 and 18 years.
3. The majority 48.8% of the students are from matriculation school.
4. The majority 57.5% of the students reside in urban area.

5. The majority 56.3% of students find it easy to navigate Byju’s app.
6. The majority 57.5% of the students perceptions through visual classes were good.
7. The majority 55% of students said that explanations and examples are always clear and helpful.
8. The majority 57.5% of students are very satisfied with the quality and performance of the app.
9. The majority 53.8% of students are always motivated to use the app regularly.
10. The majority 56.3% of the students said that the customer support is very effective when they encounter issues.
11. The majority 53.8% of the students like the content quality of the app.
12. The majority 55% of the students suggest the inclusion of additional subjects for app improvement.
13. The majority 66% of the students are satisfied with the community features.
14. The majority 52.5% of the students rates the app performance as excellent.
15. The majority 52.5% of the students are likely to continue using the app in the future.

**SUGGESTION**

To enhance student satisfaction with Byju's learning app, several strategies can be implemented. Incorporating more interactive content, such as quizzes and simulations, can make learning more engaging. Additionally, offering on-demand live tutoring sessions would provide essential support for students needing extra help. Regular feedback collection from students is crucial for identifying pain points and areas for improvement. Features that involve parents in monitoring their child's progress can strengthen the learning experience. Creating community forums for collaboration among students fosters a supportive environment.

Finally, implementing these strategies can significantly improve the overall experience and satisfaction of students using Byju's app.

## **CONCLUSION**

In conclusion, Byju's learning app significantly enhances student satisfaction through its engaging and interactive content, personalized learning experiences, and accessible resources. By combining technology with educational expertise, it caters to diverse learning styles, helping students grasp complex concepts effectively. The app's user-friendly interface and adaptive learning features further contribute to a positive educational experience, making it a valuable tool for students aiming to achieve their academic goals. Overall, Byju's fosters a supportive learning environment that encourages continuous improvement and satisfaction among its users.

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