# THE IMPACT OF DIFFERENT INFLUENCING FACTORS OF ONLINE EDUCATION SYSTEM IN INDIAN CONTEXT.

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Abstract

Education system plays a crucial role for the development of the society. Now a day's education system is changing rapidly due to the development of technology. Traditional pedagogical system becomes more advanced due to online learning, which not only serves the urban area but also serve the rural area. In online education pattern learner can learn from his or her convenient location, and in convenient time. Online education system offers huge number of courses for the learners, it's also provide huge benefits such as learner can accessibility of study materials with a click of websites, open source of software , digital learning facilities etc., learners find its more convenient because of its flexibility, accessibility , availability. This study emphasis on the influencing factors of online education in educational institutions

Keywords: Education, performance, online, flexibility, accessibility.

# Introduction

Education is the basic human right; every individual have equal right to be educated. Online education system supports all the students in urban and rural areas, online education broaden its path and provide an advanced platform for the education industries and the students. According to Marianne (2012) online education plays a vital role in education system because of its flexibility, availability, accessibility. Students find it more convenient because of its flexibility; they can arrange their lectures schedule as per their convenient time. Online education is increasing rapidly and become popular learning approach due to the development of internet technologies, which is beneficial for both students and educators (Fahneeda & Ong, 2013). Traditional pedagogical system becomes more advanced due to online learning. According to Garrison (2009) online education brings good educational practice in traditional pedagogical system, which utilizes the web and communication technology to support individual and group communication. In few years many educational institutions and universities adopting online education system in their traditional pedagogical process such as e-library, online lectures etc., and encouraging their employees to utilize the online system. According to Jacqueline (2013) ,Online learning is very essential for the institution and institution need to take long term strategic mission for their institution. Online learning also enriches the social environment by upgrading the students' knowledge and ideas through proper communication with peers group and instructor.   Many corporate employers also use online education system; they find it more convenient and cost saving system to train their employees, According to Brown, et al (2006) e-learning becomes most necessary part of the organization which helps to meet the education and training need of their stakeholders. E-learning also assist to keep employees skill updated to help bottom-line performance high.

## Literature review

In the year 1970s-1980s computers and emailing technology started to flourish, which drastically changed the distance education (Harasim 2000). According to Mclsaac & Gunawardena(1996) Distance education created in the United states . In the 1800 when teachers and learners who were at different locations, was tried to connect through correspondence programs. During 1st World War, the development of radio as communication medium opened the gateway for distance education in schools and colleges. As per (Maloney, Krichmar, Abras 2003) the World Wide Web (WWW) acts as a powerful catalyst for enhancing distance and online education, also helping in the rapid expansion. The development of online education

doesn't happen overnight. In their study they found some main factors which influencing the higher education institutions to offer online courses included attempt student requirements for flexible schedules, making more courses available ,trying to increase students enrolment (Parsad, Lewis & Tice 2008). The practices of distance education become viable due to online education for the students (Garrison, 2009).According to Jacqueline (2013), online learning is very essential for the institution and institution need to take long term strategic mission for their institution. Online education brings good educational practice in traditional pedagogical system, which utilizes the web and communication technology to support individual and group communication (Garrison 2009). According to Educause Canter for Analysis and Research by Jacqueline (2013) in Louisville E-learning is a learning which involves a web-based component, which extends beyond classroom education system. As per (Wilson, 2001) Variety of contexts structured online education, such as e-learning, distance education, a network learning, different certificate course which provides ample of benefits to the young learners. Online education plays a vital role in education system because of its flexibility, availability, accessibility (Marianne 2012) .

As per (Gurmak, Jhon & Harvey2005) online education offering flexible environment ,broadening geographic distribution ,offering huge numbers of courses, improving distance education facilities for the technological development of the universities. Online education also enrich the social environment, every students belong from different environment , where every individuals were willing to demonstrate his /her state , exchange ideas, participating in group work, communication such as posting message, responding to others etc., which also develop the students to enrich their knowledge and outlook ( Kehward 2008).

The modern technology is responsible for the extensive growth of E-learning. Students and corporates are using online education due to some major factors like accessibility of digital books, open source software, wireless and mobile leaning, accessibility of learning materials with a click of website. Bonk (2011).As per (Yuan & Kim 2014) Online learner get lots of benefit then traditional pedagogical system because of their connectivity with instructors, learners and peers, which help them to share their ideas and , knowledge and experience, for the betterment of the course work and to increase the performance of the students. According to (Fahneeda & Ong, 2013) online education is increasing rapidly and become popular learning approach due to the development of internet technologies, which is beneficial for both students and educators .Depending upon the advanced facilities providing by the online learning like pedagogical system and users friendly technologies, many institutions are adopting e-learning for their institutions development (Twigg 2003). According to Gallagher & La-Brie (2012), online education has becoming the mounting market as it continuously expending the access to the learners. More than 85% colleges and universities offered online courses and also offered new forms of distance education for the regular and corporate students (Parker, Lenhart & Moore 2011).

(According to Huron Consulting group 2014) many universities and educational institutions taking initiatives to implement online learning system in their traditional pedagogical process for advanced education. E-learning is embrace by both academia and businesses. Now a day almost 80% universities and colleges offer some form of e-learning courses, most of the companies also adopt e-leaning system in their business for continual growth (Schwelzer2004). Some researchers like McAuley, Stewart, Siemens, & Cormier, categorized online education in two types based on the users 1st is those users who enrolled in universities for the purpose of obtaining degrees and diplomas; this kind of education is called as University based online education. 2nd is massively open online courses, whose users are self-interested, self-motivated, or for their learning goal.

Thomas(2008) discussed about advantages and disadvantages of online education ,which mainly contradict the traditional pedagogical system, some benefits are like no harassment seating arrangement , time schedule etc., apart from the benefits he also discussed about the drawback of online education like unavailability of study materials, lack of problem solving season. Online education is the one of the cost saving method in higher education system, which will continue through a primary channel being reduced labour cost through larger class size ( Bowen 2012).

The employers of many organizations switch form manual training system to e-leaning system, which is more convenient and cost-effective way of providing training and education for the employees. Schlag(2001).( Newton and Donga 2007), discussed about employers viewpoint of corporate involvement in e-learning , which include in increase knowledge , time flexibility, productivity, cost-effectiveness, accessible from anywhere, to anyone , in anytime. E-learning becomes most necessary part of the organization which helps to meet the education and training need of their stakeholders. E-learning also assists to keep employees skill updated to help bottom-line performance high (Brown, et al 2006). The demand of e-learning is increasing exponentially, e-learning is a combination of technology with learning which is delivered through telecommunication and information technology system, and many corporates have adopted corporate electronic learning for employee training and learning( Chen 2008). According to

Clarke & Hermens (2001) the extensive development of corporate e-learning is stimulated by different factors such as increase demand for education and training, need for advanced technologies. E –learning become a popular alternatives form of education and training for the corporates because of its high demand, latest technological developments, accessibility etc.  Online learning affected by various external and internal factors for the expansion  of online learning in higher education, external factors such as tuition increased, decreased in state fund, depressed economics, technology costs etc., creates internal forces to reduce learning cost and increased revenue in many institutes ( Kuruvilla, Norton, chalasani & Gee 2012 ).

# Objective of the Study:

1) To identify the factor related to the online education system.
2) To evaluate the impact of those factors on learner satisfaction of online education.

**Hypotheses development:**

H1:  Users friendly is the influencing factors of online education.
H2: The main important feature of online education is 'flexibility and availability" influences online education system.
H3: Improved pedagogical system is one of the important influencing factors of online education.

**Research Methodology**

At first, the questionnaires were farmed with the help of available literatures for the purpose of conducting the survey research on this topic regarding different determinants on online education in West Bengal Context. All paradigms were evaluated using multiple items by a 5 point Likert Scale (Strongly Agree-5, Agree-4, Neutral-3, Disagree-2, Strongly Disargee-1). The survey was conducted on different educational institutions and on few companies in West Bengal. 120 questionnaires were distributed to the respondents, 100 respondents answered fully those questionnaires.

**Demographic profile of Respondents:**

| Variables | Category | No |
|---|---|---|
| gender | male | 45 |
| | female | 55 |
| age | 20-30 | 50 |
| | 30-40 | 30 |
| | 40-50 | 14 |
| | above 50 | 6 |
| occupation | student | 55 |
| | service holder | 45 |
| educational qualification | pursuing graduates | 35 |
| | pursuing post graduates | 20 |
| | graduates | 32 |
| | post graduates | 13 |

**Analysis and Result:**

For establishing the proposed model and hypothesis, Multiple Regression Analysis by SPSS 20.0 has been used in this research.

**Table 1: Overall Reliability Statistics**

| Reliability Statistics | | |
|---|---|---|
| cronbach's alpha | cronbach's alpha based on standardized items | n of items |
| .977 | .977 | 4 |

The Cronbach's Alpha was used and which value should be in between 0-1. In this study the value of Cronbach's Alpha is .977, so the data is reliable.

Table 2: **Inter-Item Correlation Matrix**

| Inter-Item Correlation Matrix | | | | |
|---|---|---|---|---|
| | v1 | preference | v2 | v3 |
| v1 | **1.000** | **.911** | **.883** | **.886** |
| preference | **.911** | **1.000** | **.943** | **.919** |
| v2 | **.883** | **.943** | **1.000** | **.945** |
| v3 | **.886** | **.919** | **.945** | **1.000** |

The bold portion in inter item correlation of variables. The first minimal co-relation is .886 that means all the correlation between the items is greater than 0. In 2nd case first minimal co-relation is .911 that means all the co-relation between the items is greater than 0. All of them are significant at .001 levels.

| Model Summary | | | | | |
|---|---|---|---|---|---|
| model | r | r square | adjusted r square | std. error of the estimate | significance |
| 1 | **.958ᵃ** | **.917** | **.915** | **.29058** | **<.001** |
| a. predictors: (constant), v3, v1, v2 | | | | | |

As model summary indicates an excellent R-Square values and F-value is significant (<.001),

| Coefficientsᵃ | | | | | | |
|---|---|---|---|---|---|---|
| model | | unstandardized coefficients | | standardized coefficients | t | sig. |
| | | b | std. error | beta | | |
| 1 | (constant) | .370 | .031 | | 3.300 | .001 |
| | v1 | .328 | .066 | .329 | 4.963 | .000 |
| | v2 | .535 | .092 | .550 | 5.831 | .000 |
| | v3 | .534 | .093 | .549 | 5.131 | .001 |
| a. dependent variable: preference | | | | | | |

Model specification:
The multiple linear regression model specified bellow:

Y (Online Education) =.370 +.328 X (V1) + .535(V2) +.534(V3)

Testing of the Hypothesis:
H1- Corporate user-friendly is the influencing factors of the online education. From the t (4.963) and P (.000) it can be conclude that the corporate user friendly is positively correlated with online education, so H1 is confirmed.
H2- Flexibility and availability is the influencing factors of the online education. From the T factor (4.963) and P (.000) it can conclude that the flexibility and availability is positively correlated with online education, so H2 is confirmed.

H3: Improved pedagogical system is one of the important influencing factors of online education. From the t factor (5.131) and P (.001), it can conclude that the pedagogical system is positively correlated with online education, so H3 is confirmed.

# Conclusion

The study shows the online educations of the students is depending upon few factors such as pedagogical system, flexibility and availability of the online education system, and online user friendly system. All variables have significant and positive relation with online education system.

Now a days online education plays vital role in education sector which is helpful for the students as well as teachers, it's also provide students huge scope for their carrier. Online educations also useful for the corporate students for explore their skill and knowledge for corporate development and for employee's performance. This study also gives positive review for the online education which is good for the future generation.

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