



A Study on Customer Satisfaction for E- Learning at Unschool: An Insight into Online Education Entrepreneurial Venture

**VB Krishna, Research Scholar, CMR University and Assistant Professor, Acharya Bangalore B School,
Bangalore**

Dr Rajeena Syed, Assistant Professor, CMR University, Bangalore

Abstract

Education, the word encourages ways to learn multiple contexts which include information, aptitudes, qualities, convictions, and propensities. Education can happen in formal or casual settings which motivates one's thought process. The objectives of this study include finding the factors that attract customers to unschool courses, identifying the satisfaction level of customers of unschool, and also finding the performance and quality of Unschool. The satisfaction level generated from the satisfaction level of the Unschool services differs significantly depending on the respondents' gender. The satisfaction level is high and both genders are satisfied with the services they are obtaining. From the responses and the analysis, it is understood that customers between the age of 19-29 are highly involved in doing business with Unschool followed by opting for online courses.

Key Words: Online Education, UnSchool, Customer Satisfaction, E-Learning.

1. Introduction

Due to pandemic-driven limits, e-reach learning is expanding as it becomes more and more popular. Business analysts predict that as a result, India's education technology (Edutech) sector would grow to be a US\$30 billion industry over the following ten years. With almost 3,500 edutech companies operating there, the Indian market for online education is extremely fragmented. The Indian online education market is seeing a large influx of new players. BYJU's, Udemy, Coursera, Unschool, and Duolingo are a few prominent competitors in the market that cater to the needs of distinct target audiences. The online training market size in India is required to develop by USD 14.33 billion during 2020-2024. One of the most popular trends used by online training providers to assist learning through engaging experiences is gamification.

E-Education Types:

100% Online Education - Fully online degrees can be obtained without having to leave the comfort of your own home or travel to a college or university campus.

Hybrid Education - Hybrid education allows students to complete a combination of online and face-to-face courses.

Online Courses – There are a variety of ways one can take online programs, through degree programs or by themselves to master a certain skill or subject.

MOOCs – MOOCs (Massive Open Online Courses), are recorded lectures uploaded online for E-classes and have as many as 10,000 people.

Unschool allows students, graduates, young professionals, entrepreneurs, or anyone with the learning mindset to create an online learning ecosystem that fits their needs and industry demands. It was established in February 2019 in Hyderabad. They have been recognized and awarded in various platforms such as Startup India, skill AP APSSDC, Your story, T-hub, etc. They are specialized in the online mentoring system. The program is intended to build strategic relationships with top talent within the organization and provide early access to new technology and educational resources.

2. Review of Literature

Sruthi & P, Dr. Sangeeta Mukherjee (2020) explored the uncertainty based on the evaluation of expectations and perceived performance of quality components using a web user satisfaction model. This study empirically shows a positive relationship between satisfaction and intention to continue using online. In the context of e-learning portals, satisfaction is also assumed to be a major factor in willingness to continue using the system.

IBEF (2019) concludes that Indian online education is growing rapidly, with many students having access to smartphones, computers and the internet. Technology integration is a necessity in this age where everything is going digital. India boasts the world's largest K-12 student population of over 260 million.

Ritanjali Panigrahi, Praveen Ranjan Srivastava, & Dheeraj Sharma (2018) The use of apps and cloud services in m-learning can improve the usability and accessibility of online learning around the world. In this study, we discuss the future direction of online education, the mechanism of feedback that is a precursor to a student's intention to continue, and so on.

Ann M. Casanova (2018) used the disconfirmation model (EDT) to investigate the impact of users' intention to continue using e-learning services. This model suggests that perceived ease of use, perceived quality, perceived value, and rejection all affect user satisfaction.

Mohd Shoaib Ansari (2017) found portable learning applications to be very useful for advanced education. Mobile app 8 for learning is popular among higher education institutions in India. We also found that students are aware of mobile apps that provide learning content.

Dalton Hebert (2016) researched the teachers' perspective towards e-learning. Gender, education and teaching experience as independent variables turned out to be the major factors that embraces well-known model for technology. Gender, education, and teaching experience were found negligible when researched about attitude towards e-learning.

3. Research Design

Need for the Study

The research focuses more on the satisfaction which helps the company to know the audience, choose the right marketing channel and also to stay consistent for the long run. It may also help the company in further development of the brand and awareness.

Objectives of the Study

To find the factors motivating customers to opt Unschool courses.

To identify the satisfaction level of customers of Unschool

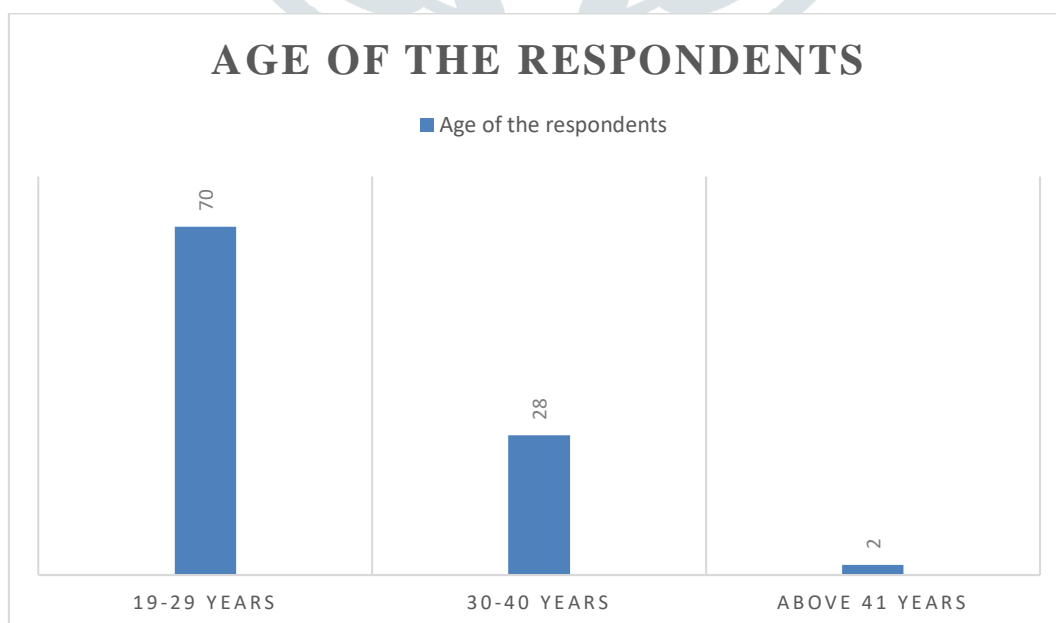
To understand the performance and quality of Unschool.

Data Collection

The study is based on primary data collected from 100 random customers of Unschool who are pursuing online education.

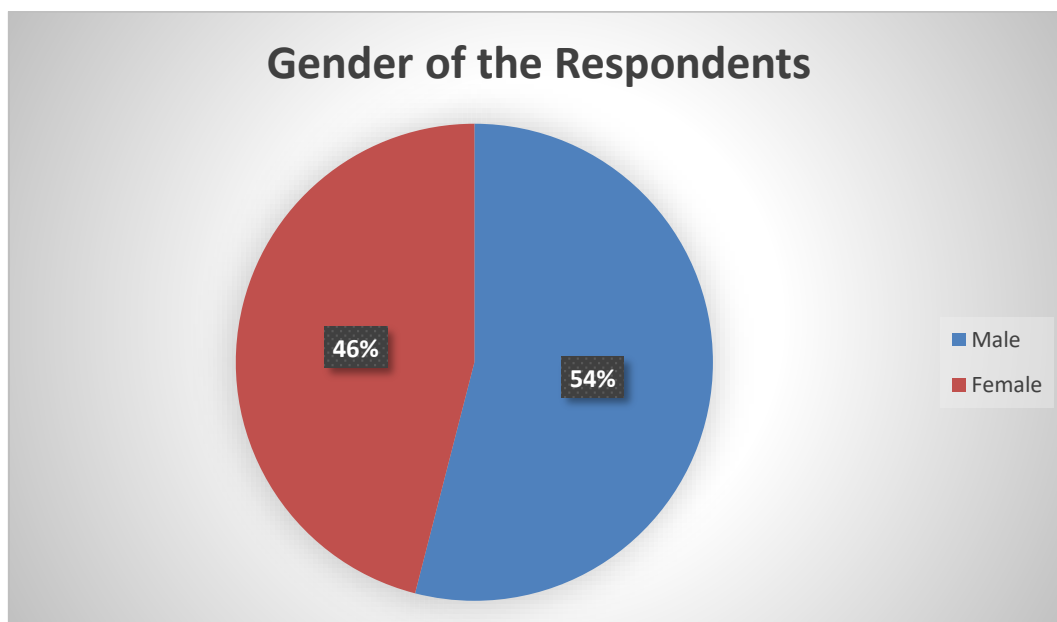
4. Data Analysis and Interpretation

Age of the respondents



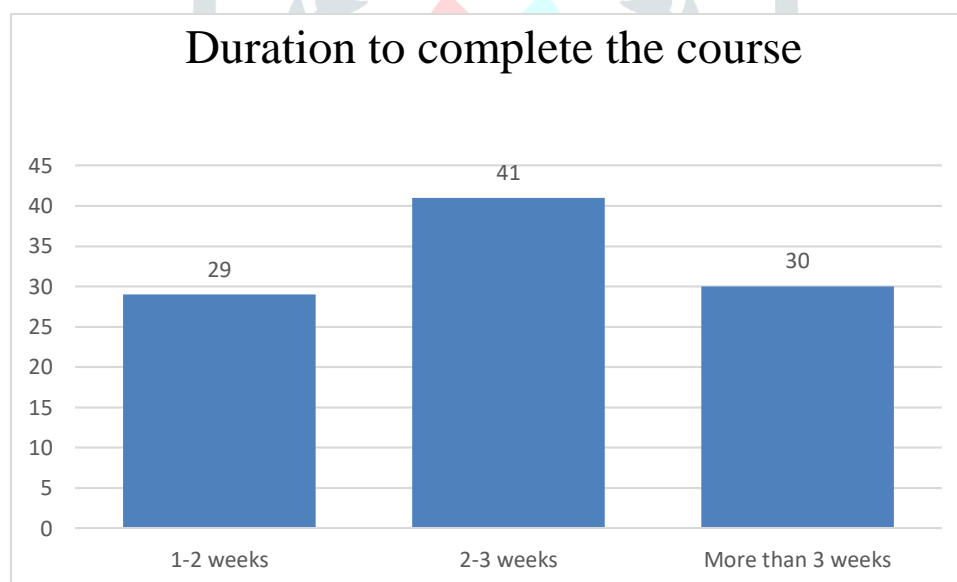
Interpretation: From the above table we can see that a major portion i.e 70% of respondents are aged between 19-29 years, 28% age is between 30-40 and only 2 % age above 41 years.

Gender of the respondents



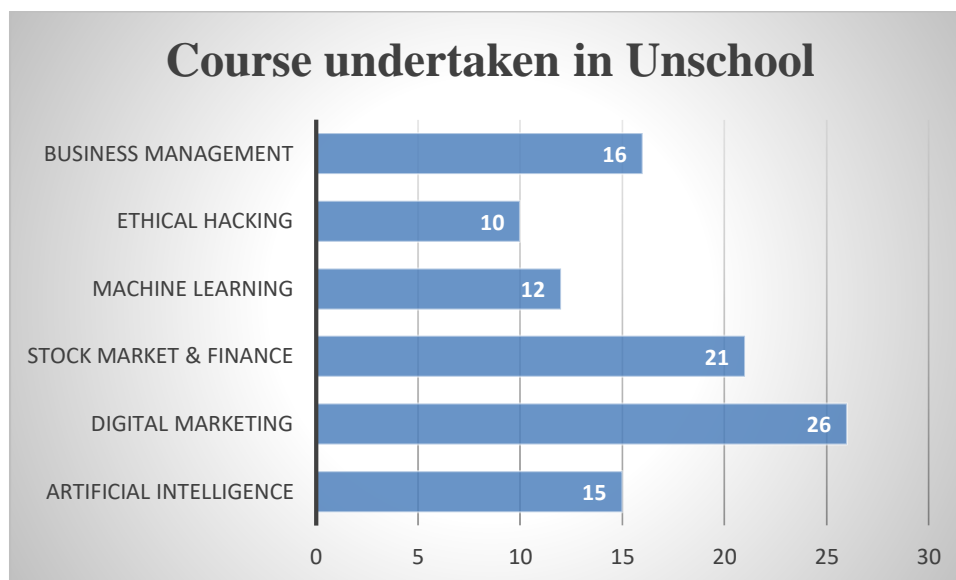
Interpretation: From the above table it is quite evident that male constitute 54% and female constitute 46% of the total respondents surveyed.

Duration to complete the course



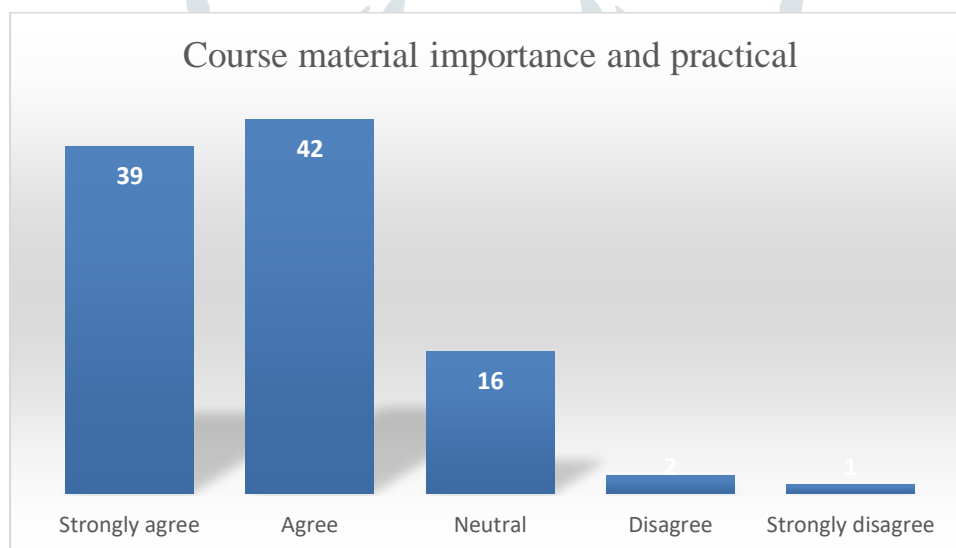
Interpretation: From the above table we get to know that 29% of the respondents took 1-2 weeks to complete the course, 41% of the respondents took 2-3 weeks and 30% of the respondents took more than 3 weeks.

Course undertaken in Unschool



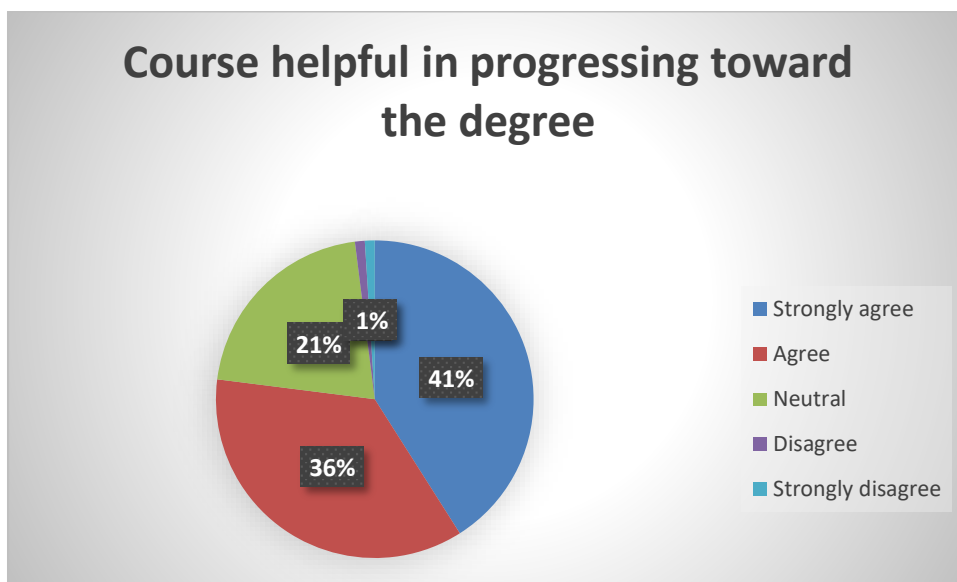
Interpretation: The above table we get to know that the majority of respondents 26% took a digital marketing course, 21% of the respondents took a Stock market and finance course and 16% took a Business management course.

Importance and practical Use of Course material



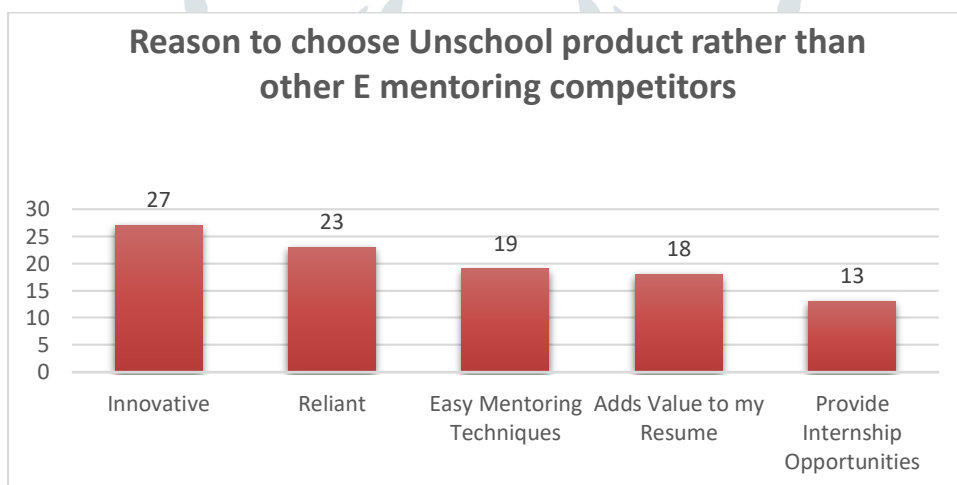
Interpretation: From the above table we get to know that 42% of the respondents agree that course material that has been asked to learn is important and practical, 16% of the respondents are neutral, 2% of the respondents disagree.

Course helpful in progressing toward the degree



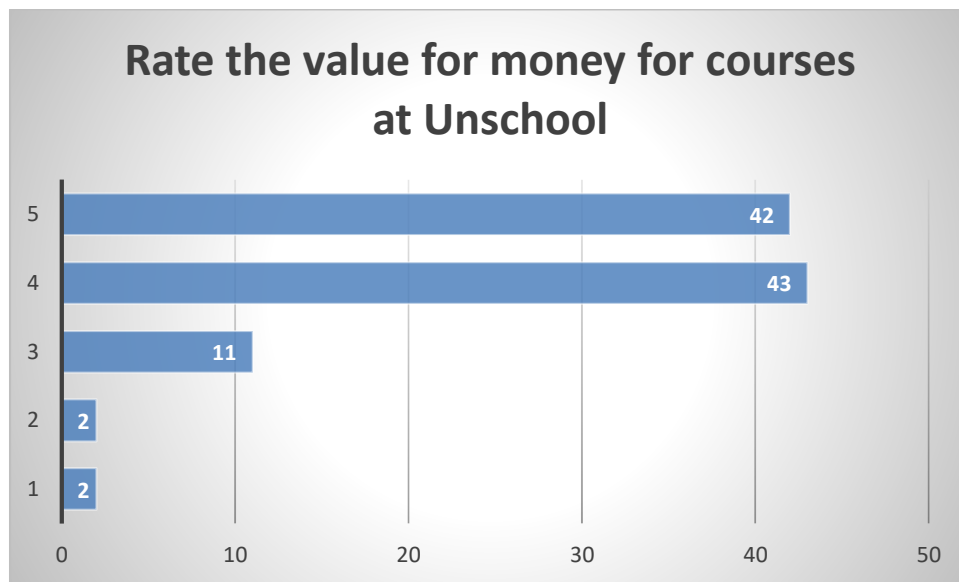
Interpretation: From the above table we get to know that 41% of the respondents strongly agree to the fact that Unschool courses help in progressing towards the degree, 21% of the respondents remain neutral and 1% of the respondents disagree with the statement.

Reason to choose Unschool product rather than other E mentoring competitors



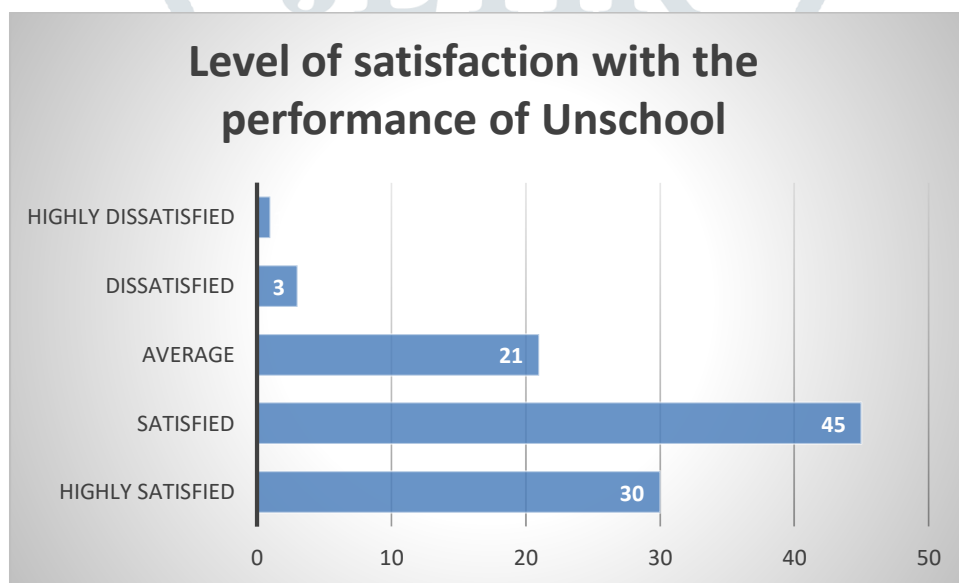
Interpretation: From the above table we get to know that 27% of the respondents reason to choose Unschool was Innovative, 23 % of the respondents feel it is reliant, 19% says that it has easy mentoring techniques,18% feels it adds value to the resume and 13% chose because of internship opportunities.

Rate the value for money for courses at Unschool



Interpretation: From the above table we get to know that 42% of the respondents have rated 5 as it indicates great value of money, 43% of respondents have rated 4 and 11% of the respondents have rated 3.

Level of satisfaction with the performance of Unschool



Interpretation: From the above table we get to know that 45% of the respondents remain satisfied with Unschool performance, 21% of the respondents have an average level of satisfaction and 3% of the respondents are dissatisfied.

The Association of gender and the satisfaction level of the user of the Edu-tech services of Unschool among their customers the hypothesis is as follow:

H0: There is no significant difference between the respondents' gender and satisfaction level derived from the Unschool products and services.

H1: There is a significant difference in the respondent's gender and the satisfaction level derived from the Unschool products and services.

ANOVA

<i>Variatio</i>	<i>n</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
						0.18427	
Rows	144.72	99	1.461818	1.198807	3	1.394061	
Columns	35.28	1	35.28	28.93241	5.02E-07	3.937117	
Error	120.72	99	1.219394				
Total	300.72	199					

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.1751147
R Square	0.0306651
Adjusted R Square	0.0104707
Standard Error	0.4978366
Observations	99

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2	0.75269	0.37634	1.51849	0.22425535
	1	6	4	8	

Residual	96	23.7927	0.24784
		6	1
Total	98	24.5454	
		5	

CONCLUSION OF ANOVA TEST FOR THE RESPONDENT FOR THE SURVEY

From the above test taken under consideration the values are as follows

Multiple R	R square	Standard error
0.17511479	0.03066519	0.49783661

The table value is > than the calculated value, so here null hypothesis is rejected and alternative hypothesis is accepted

There is a significant difference between the respondents' gender and satisfaction level derived from the satisfaction level of the Unschool services. The satisfaction level is high and both genders are satisfied by the services they are obtaining.

5. Suggestions and Conclusion

Suggestions

As the majority of respondents feel that the prices of Unschool courses are costly they should focus on their pricing policies, seasonal offers and extra benefits so that people feel it is worth investing their money in.

Unschool should focus on advertising and creating awareness amongst the youth of various courses available with them.

Loyalty cards could be introduced to increase and track frequency of purchase and give special discounts to customers such as consultants and developers.

Conclusion

Customer satisfaction is a key feature in marketing a product that helps to build consumer confidence irrespective of the competition. Unschool is a well-known brand among the online education industry. From the responses and the analysis, it is understood that customers in the age of 19-29 are highly involved in doing business with Unschool followed by opting online courses. It is found that Unschool service is superior because it adds value to the resume of many candidates and there are easy mentoring techniques for the customers and candidates who use it therefore we can say that the majority of the respondents have to send it adds value to the resume.

6. Reference

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