

CUSTOMER SATISFCATION ON BYJUS**LEARNING APP WITH REFERENCE TO HYDRABAD CITY**

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ABSTRACT

The report emphasized the role and the importance of customer satisfaction and loyalty. Customers are the link to a business success. A business organization should focus on a huge number of customers, for this customer satisfaction and loyalty should be incorporated along the long-term goals. This thesis was implemented to an analysing the relationship between customer satisfaction and customer relationship. The objective of this research is to study the concept of customer satisfaction, customer loyalty and its relationship. Moreover, this thesis studies the factors that influence customer satisfaction and loyalty. The thesis project examines customer satisfaction provided by trivet and customer loyalty received by trivet from its customers.

In this thesis, the theoretical background chapter reviews studies on customer satisfaction and customer loyalty and the relationship between these two terms. Various methods that have been widely used to measure customer satisfaction and the outcome results of having loyal customers are presented.

Key words

Customer Satisfaction, Customer Loyalty, Marketing, Relationship, Service Quality, Value.

INTRODUCTION

A lot of research exists on the consumer buying behaviour and consumer satisfaction. Understanding the expectation and perception of consumers is gaining more attraction in the current business world. Also, various researches and studies have been done to understand the learning-

teaching methods. The modern approach of learning-teaching is Constructive which recognizes the learners' understanding and knowledge based on their own experiences. The modern methodologies of educating and learning are exceptionally established in Constructive. The facilitators build the information through the dynamic cooperation of students. They direct their students to discover answers for an issue. Educators utilize present- day conveniences like projectors, various media helps, and online classes for educating.

The way of teaching and learning has been continuously changing in the past few years. The teacher or faculty is not just content providers, they are now mentored and guide. Students need to develop critical thinking, analytical, and problem- solving ability to enhance their knowledge. Learning through videos has been a great way to develop these skills and digital technology is playing a big role in creating and delivering such interactive videos. There has been a shift in demand in the learning experience, parents and students are more comfortable with online learning since it can be accessed from anywhere and anytime. As valuation touches \$8B, BYJU'S become the 3rd largest unicorn in India as of January 2020. BYJU'S is leading the Indian Ed-Tech industry by generating maximum revenue of around \$205M as of March 2019. The company has been growing at a rate of 100% year on year for the last three years. It has 3 million subscribe users in India. BYJU'S is solving the core problem in the Indian education system by providing quality content across the nation through the internet which is accessible to most of the population. This paper aims at determining the satisfaction of subscribers for BYJU'S products. It focuses on a group of primary and higher school going students and analyses their feedback on using BYJU'S products.

STATEMENT OF THE PROBLEM

E-learning being completely new to India and growing popularity of smart phones and internet connectivity has given a platform to digital education. BYJU'S app is subscribed by 3 million people all over the Country. So this study is for analysing the reasons for their satisfaction. Now in the market exists several competitions among different e-learning apps. In this situation it is very important to know whether the subscribers of BYJUS app are happy and satisfied with the app.

NEED FOR THE STUDY

Customer satisfaction is important because it means customers based like what you are doing research that high customer satisfaction leads to greater customer retention, higher, lifetime value a stronger brand reputation but low customer satisfaction scores are important too.

In this project customer satisfaction is analyzed based on primary data and secondary data collected in byjus. To find out how customers are motivated and their performances, and their satisfaction levels and to know the performance and quality of byjus learning app.

OBJECTIVES OF THE STUDY

- To find out the factors motivating customers to prefer BYJU'S learning app
- To identify the satisfaction level of BYJU'S learning app.
- To know about the performance and quality of BYJU'S learning app.

SCOPE OF THE STUDY

The Study attempts to understand the behaviour of BYJU'S app subscribers towards the subscription and services, their satisfaction towards the products, usage pattern and any variation in the actual as compared to their expectations. The study is confined to Hyderabad city.

RESEARCH METHODOLOGY

Research is done for collecting the information that helps to solve certain problems effectively. It is a frame work with a specific logic from the researcher to find out a reasonable solution for a problem. It is a step-by-step activity which needs to be accurate and reasonable solution for a problem. The sample population includes the respondents who are the customers of BYJU'S or aware of the offerings of BYJU'S in India. The sample size of 60 was selected. The samples were chosen by using the purposive sampling technique, which is a non-probability sampling technique, because the exact population size is unknown, and the accessibility to all the customers is difficult. The survey method of data collection was used in this research. The primary data were collected using a structured questionnaire.

DATA COLLECTION

The information relevant for study was drawn from Primary data collection through survey method using Google form. keeping the objective in mind throughout the study. There are two types of data's:

Primary Data

To find out the students' satisfaction towards the BYJU'S learning app, a questionnaire was prepared and data was collected. Also, personal visits were done to certain subscribers who helped to prepare the research report.

Secondary Data

The secondary Data was collected with the help of browsing, magazines, newspaper, articles and papers related to the BYJU'S learning app. Numerous Journal and books related to the study were also browsed to understand the dynamics of the industry.

SAMPLE DESIGN

- School Students were selected for sampling.
- Sample size: 60 respondents who subscribed BYJU'S learning app
- Purposive Sampling is used to draw samples.

DATA PRESENTATION

Data were presented in the form of tables and charts. Percentage analysis was done and results were interpreted using the same.

LIMITATIONS OF THE STUDY

- The research was confined to Hyderabad city . Hence the outcome cannot be generalized.
- Sample size was limited in number. Around, 60 respondents Were chosen because of time and cost constraint
- Some of the response might be biased.

DATA ANALYSIS

Raw primary data has been collected with the help of a questionnaire. The questions were asked to the respondents through structured questioner, the responses are summarised with percentage analysis in the below table. the questions are in the form of statement.

S.no	Statement	Responds
1	Is the app is useful for education	It is clear that 53.3% of respondents agreed the statement ,whereas 45% strongly agreed and rest 1.7% are in neutral. None of them are dissatisfied with the usage of app.
2	Is app make Study easier	It is clear that majority of the respondents (68.3%) agreed the statement, 26.7 % are strongly agreed the statement and rest 5% have are in a neutral state.
3	Visual representative of lectures makes study easy	That about 68.3 % students strongly agreed the statement that visual representation of topics makes studying easy, 28.3 % of them agreed that and rest 3.3% selected the neutral option.
4	Knowledge provided by the app is very effective	It is clear that majority 63.3% of respondents agreed the statement whereas 28.3% of them strongly agreed and 8.3% of them are neutral. None of them are dissatisfied with the knowledge provided by the app.
5	How many hours do you sent on learning in this app?	To table 4.9, 56.7% of respondents agreed that they use app for more than 2 hours a day and 33.3% of them are neutral alike , 5% of the total people disagreed and rest 5% strongly agreed that they use for long time.
6	Orientation exams provided by the app is very effective	Table shows that 75% of total respondents are satisfied with the exams provided by app, 10% strongly agreed to the statement, whereas 13.3 % of them are neutral alike and 1.7% of them are dissatisfied with the statement.

6	Doubts are delivered in a timely manner.	It is clear that 76.7% of respondents agreed the statement that doubts are delivered in a timely manner, 10% of them strongly agreed that ,11.7% are in neutral opinion and rest 1.7% of them disagreed statement.
7	Tutors are knowledgeable about the subject they teach	That 70% of respondents agreed the statement that tutors are knowledgeable about the topic they teach while 25% strongly agreed that statement and rest 5% are in neutral opinion and none of them are dissatisfied with the statement.
8	BYJU'S app is very costly	It is clear that 48.3% agreed the statement that BYJU'S app is little bit costly, while 26.7% of them strongly agreed that ,18. % are in neutral and the rest 6.7% disagreed statement that implies BYJU'S app is affordable for them.
9	Subscription of the app on website accurately represent what they provide	It is clear that 56.7% of respondents agreed the statement that subscription of app on the website accurately represent what they provide, whereas 25% of them strongly agreed that and 18.3% of them are in neutral opinion.
10	Have you subscription other learning apps	It is clear that 50% of respondents disagreed the statement ,13.3% of them strongly disagreed ,13.3% of them are in neutral, 21.7% agreed and rest 5% of them strongly agreed. From this, it is clear that majority of subscribers didn't subscribe other educational learning app.
11	Will you recommend app to others?	It is clear that 53.3% of respondents agreed to recommend BYJU'S app to others ,33.3% of them strongly agreed ,11.7% are in neutral in opinion.
12	Visual learning makes learning interesting.	It is clear that 68.3% of total respondents strongly agreed that visual learning

		makes learning interesting and rest 30% of them also agreed the statement and rest are in neutral opinion
13	Tutors can be connected by students online easily	It is clear that 73.3 % of respondents agreed with the statement that tutors of BYJU'S app can be contacted easily , only 15% of them strongly agreed the statement whereas 10% of them are in neutral opinion.
14	Videos are available in YOUTUBE better than BYJU'S app	It is clear that 46.7% of respondents are in neutral opinion , it implies that no better videos are available in YOUTUBE than BYJU'S app and 25% of them agreed and 3.3% strongly agreed the statement. Around 20% of them disagreed and rest 5% of the respondents strongly disagreed the statement.
15	Brand image of BYJUS'S app is better than other educational leaning apps	It is clear that 51.7% of respondents strongly agreed the statement that brand image of BYJU'S app is better than other online learning apps whereas 31.7 % of the respondents just agreed the statement and 15% of them are in neutral opinion.
16	Learning tougher topic is easier and simple in BYJU'S app	It is clear that 48.3% of respondents strongly agreed the statement that learning tougher topics made easier and interesting in BYJU'S app , 38.3% of them just agreed the statement and Around 13.3% are in neutral alike.
17	Artificial intelligence makes education interesting	Majority (61.7%) of the respondents strongly agreed the statement that artificial intelligence makes learning interesting ,21.7% of them agreed the statement, 13.3% are in neutral opinion and rest 3.3% of them disagreed the statement.
18	Have you satisfied with Byjus services?	Majority of the respondents agreed that they are satisfied with overall performance of the BYJU'S app while only few 10% of them are in a neutral

		opinion. This means that subscribers are satisfied with the usage of BYJU'S app.
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Findings & suggestions

1. It is inferred that majority of the students agreed that BYJU'S app is very useful for education and none of them disagreed that.
2. It is also inferred that majority respondents agreed that BYJU'S app makes studies easier and only a few respondents strongly agreed it.
3. It is inferred that majority of the people strongly agreed that visual representation of topics makes studies easier. None of them has disagreed the statement.
4. It is inferred that 63.3% of respondents agreed that knowledge provided by BYJU'S app is very effective and about 28.3% of them strongly agreed.
5. Majority of the respondents agreed that they use BYJU'S app for more than. 2 hours a day. While 33.3 % of them are in neutral alike.
6. It is inferred that orientation exams provided by the BYJU'S is very effective because most of the people agreed it.
7. It is inferred that doubts of students are clearly delivered in a timely manner.
8. It is also inferred that tutors are knowledgeable about the subject they teach.
9. It is inferred that most of the respondents agreed that BYJU'S app is very costly. It is better to provide some financial assistance to the students.
10. It is inferred that majority of the respondents agreed that subscription of app on BYJU'S website accurately represent what they provide in virtual classroom.
11. It is inferred that majority of the respondents disagreed the subscription of other learning apps. This implies that they are mostly depended upon BYJU'S app.
12. Majority of the respondents are happy to recommend BYJU'S app to others.
13. It is inferred that most of them strongly agreed that visual learning makes learning interesting.
14. Majority of them choose BYJU'S app rather than going to tuitions.
15. It is inferred that respondents agreed that tutors of BYJU'S app cane be contacted easily.
16. Majority of the respondents have no exact answer for the statement videos are available better in you tube than BYJU'S app.

17. It is inferred that Brand image of BYJU'S app is better than any other learning apps.

18. Majority of them agreed that learning tougher topics made their studies simple and easier in BYJU'S app.

CONCLUSION

This research paper helps the researcher to know about the student's satisfaction on BYJU'S LEARNING APP. The BYJU'S app is known for its self-placed learning experience by enabling the students crack down difficult concepts. The app uses a host of modern techniques like web-based learning, visual graphics, video-based instructions, etc. to provide an immersive learning experience. These innovations are highly helpful for the students to understand the basic concepts and enable them to prepare for exams. From the study it is clear that the most of them are satisfied with the knowledge provided by app, visual representation of topics, orientation exams conducted. They are also satisfied with the services provided by tutors. BYJUS APP is very useful for the studies and it makes studies in a interesting way. BYJUS APP is a good substitute for tuitions. From this project it is identified that, most of the students are satisfied with the subscription of BYJUS LEARNING APP and agreed that the app is interactive, comfortable and effective.

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