A STUDY ON STUDENTS PREFERENCE AND USAGE OF ONLINE LEARNING PLATFORMS

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ABSTRACT

Online learning platforms have become an important part of modern education by providing flexible and accessible learning opportunities for students. With the rapid development of technology and the increasing use of the internet, education has gradually shifted from traditional classroom methods to digital learning environments. Online learning platforms such as Coursera, Udemy, edX, and Khan Academy allow learners to access educational resources anytime and anywhere. These platforms provide a wide range of courses, video lectures, assignments, quizzes, and certification programs that help students improve their knowledge and skills. This research focuses on several factors that influence trust in online learning platforms, such as quality of course content, qualified instructors, certification credibility, students' reviews and ratings, data security, and user-friendly interface. The study also examines the satisfaction level of students regarding the effectiveness, flexibility, and reliability of online learning platforms.The study highlights that online learning platforms play a vital role in the modern education system by supporting continuous learning and skill development. They help students overcome geographical and time barriers and provide access to high-quality educational resources. However, to maintain and improve user trust, online learning platforms must focus on maintaining course quality, transparency, instructor credibility, and user satisfaction.

KEYWORDS:

Online Learning Platforms, Student Trust, Digital Education, E-learning, Student Satisfaction, Course Quality, Certification Credibility.

INTRODUCTION

Online learning platforms enable students to learn anytime and anywhere, breaking geographical and time-related barriers. They offer a wide range of learning resources such as live classes, recorded video lectures, study materials, quizzes, assignments, and online assessments. Students can choose courses according to their academic needs, skill development goals, and career aspirations. In India, platforms such as Byju's, Unacademy, Coursera, SWAYAM, NPTEL, Udemy, and Vedantu have gained popularity among students across different educational levels.

The adoption of online learning platforms increased significantly during the COVID-19 pandemic, when educational institutions were forced to shift from offline to online modes of teaching. During this period, online learning became the primary medium of education for students. Even after the reopening of schools and colleges, the usage of online learning platforms continues to remain high, indicating a long-term change in students' learning preferences.

STATEMENT OF PROBLEM

- Online learning platforms are widely used by students, but their level of awareness, preference, and usage varies significantly. There is a need to understand how students choose and use these platforms for learning purposes.
- The quality of content and learning outcomes provided by online learning platforms differ across platforms. It is necessary to examine students' satisfaction levels with regard to content quality and effectiveness.
- Many students rely on trial classes or demo videos before enrolling in online courses. However, the actual influence of these trial sessions on students' enrollment decisions needs to be analyzed.
- Online assessments and quizzes are designed to improve learning performance, but students' perceptions of their usefulness and effectiveness are not clearly understood.
- Students face several challenges such as technical issues, poor internet connectivity, lack of interaction, and health concerns while using online learning platforms. Identifying these challenges is essential to improve the overall learning experience.

OBJECTIVES

- To examine the overall awareness of online learning platforms among students.
- To analyze students' preference and usage patterns of online learning platforms.
- To measure the level of satisfaction with content quality and learning outcomes by online learning platforms.
- To study the role of trial classes or demo videos in influencing final enrollment decisions.
- To identify the challenges faced by students while using online learning platforms.

SCOPE OF THE STUDY

The study focuses on students who use online learning platforms for academic learning and skill development, examining their preferences and usage patterns across various platforms. It analyzes students' awareness and satisfaction levels regarding content quality, teaching methods, and learning outcomes provided by these platforms. The research helps in understanding the key factors that influence students' overall learning experience. It also covers the role of trial classes and demo videos in shaping students' enrollment decisions and building confidence and trust in online learning platforms.

RESEARCH METHODOLOGY

DATA COLLECTION

PRIMARY DATA

Primary data were collected through a structured questionnaire administered to 100 respondents. The respondents were students using online learning platforms in and around Tirupur city. The questionnaire included multiple-choice questions, Likert scale statements, and ranking questions related to awareness, preference, usage patterns, satisfaction, and challenges of online learning platforms.

SECONDARY DATA

Secondary data were collected from various research journals, books, educational websites, reports, and internet sources related to online learning platforms. These sources provided background information and theoretical support for the study.

SAMPLE DESIGN

Sample design refers to the plan adopted for selecting respondents from the target population for the purpose of the study. In the present research, the convenience sampling method was used to select respondents. This method was chosen due to limited time, accessibility of respondents, and ease of data collection.

SAMPLE SIZE

The sample size for the study consisted of 100 selected respondents. The respondents were students from different colleges and educational institutions in and around Tirupur city who use online learning platforms.

TOOLS FOR ANALYSIS

- percentage analysis
- rank analysis

LIMITATIONS OF THE STUDY

- The study is limited to 100 respondents only; therefore, the findings may not fully represent the opinions of all students using online learning platforms.
- The data were collected from students in and around Tirupur city, which restricts the generalization of the results to other regions.
- The study is based on primary data collected through questionnaires, and the accuracy of the results depends on the honesty and understanding of the respondents.
- Time constraints limited the depth of analysis and the number of variables that could be included in the study.

REVIEW OF LITERATURE

Sharma (2015)[1] The study examines students' attitudes toward the adoption of online learning platforms in higher education institutions. It analyzes factors such as accessibility, flexibility, and convenience influencing student preference. The study highlights that students prefer platforms that offer recorded lectures and self-paced learning. It also identifies lack of personal interaction as a major drawback.

Kumar & Rani (2016)[2] The study focuses on usage patterns of e-learning tools among undergraduate students. It evaluates frequency of use, purpose, and preferred learning modes. The study reveals that students mainly use platforms for exam preparation and concept clarification. It highlights mobile accessibility as a key factor influencing preference. The research identifies internet connectivity as a challenge.

Patel (2016)[3] The study analyzes the effectiveness of online learning platforms in enhancing students' technical and soft skills. It examines learner satisfaction and perceived usefulness. The study finds that skill-based courses are highly preferred over theoretical content. It identifies flexibility as a major advantage. The research highlights limited peer interaction as a concern

DATA ANALTSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
1	EYE STAIN	32	32 %
2	HEADACHE	36	36 %
3	MENTAL FATIQUE	26	26 %
4	NO PROBLEM	6	6 %
	TOTAL	100	100 %

INTERPRETATION

The table shows that headache was the major problem faced due to long screen time while attending online classes.

RANK ANALYSIS

FACTORS	5	4	3	2	1	TOTAL	RANK
STUDENTS REVIEWS & RATINGS	210	112	69	10	2	403	I

QUALIFIED INSTROCTORS	65	216	81	8	2	372	III
CERTIFIED PROVIDED	125	160	72	16	3	376	II
FREE TRIAL OR DEMO	115	128	78	26	6	353	IV
TECHNICAL ASSISTANCE	120	135	55	30	10	350	V

INTERPRETATION

The table shows that students review & ratings was the most valued features that build trust in online learning platforms, technical assistance was ranked lowest.

FINDING

- The majority of the respondents (36%) face headaches due to long screen time, showing that health issues are a concern in prolonged online learning.
- Student reviews & rating ranked first with the highest total score of 403 help build trust in online learning platforms.

SUGGESTION

- Learners should be guided to manage screen time effectively by taking regular breaks. This helps reduce eye strain, headaches, and mental fatigue. Healthy learning habits improve academic performance.
- Online learning platforms should maintain affordable pricing and offer student discounts. Cost-effective courses encourage wider participation among learners. Affordability makes education accessible to all.

CONCLUSION

The study on online learning platforms highlights their growing importance in the modern education system. the study also identifies certain challenges such as lack of interaction, technical issues, network problems, and health-related concerns caused by prolonged screen time. With continuous improvement and proper guidance, online learning platforms have the potential to complement traditional education and contribute significantly to the future of learning.