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A Study on Students Perceptions Towards E-Learning Platforms in Coimbatore City

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ABSTRACT

E-learning platforms have emerged as an important part of the modern education system by integrating technology with learning. These platforms provide a digital environment where students can access educational content, participate in virtual classes, and interact with teachers and peers through the internet. The study examines that to identify the factors influencing students to use e-learning platforms, to analyse the challenges faced by students while using e-learning platforms and to examine the level of satisfaction with e-learning platforms. Percentage Analysis and Average Rank Analysis has been used to analyse for the study and found that ensuring that platforms are mobile-friendly and easy to navigate is essential, as a large number of users access content through smart phones and other portable devices. The study conclude that with continuous improvements in technology, better content delivery, and increased accessibility, e-learning platforms are expected to grow further and play an even more important role in shaping the future of education.

Key words: Technology, Education, E - Learning, Platform, Content

INTRODUCTION

E-learning platforms refer to online systems that support teaching and learning by providing digital content, virtual classrooms, and interactive tools. These platforms allow students to attend live classes, watch recorded lectures, submit assignments, and participate in online discussions. Popular e-learning platforms such as Google Classroom, Zoom, Microsoft Teams, BYJU'S, Unacademic, Coursera, Udemy, and SWAYAM are widely used by educational institutions and learners across India and around the world.

The growth of e-learning has been accelerated due to factors such as increased internet penetration, affordability of smart devices, and the need for flexible learning options. E-learning offers several advantages including convenience, self-paced learning, cost effectiveness, and access to a wide variety of courses and expert instructors. It also helps students continue their education without geographical limitations and time constraints.

REVIEW OF LITERATURE

1. **Patel, R., and Nair, S. (2025)** in their study titled **"Artificial Intelligence–Enabled E-Learning Platforms and Student Perception in Higher Education"** the study concluded that AI-enabled e-learning platforms positively influence students' perception when transparency and personalization are ensured.
2. **Sharma, P., and Srivastava, R. (2024)** in their study entitled **"Student Engagement and Satisfaction in Virtual Learning Environments"** the study concluded that well-designed virtual environments positively shape students' perception and academic performance.
3. **Rao and Mehta (2024)** in their study titled **"Effectiveness of E-Learning Platforms on Student Performance in Higher Education Institutions"** the study concluded that effective use of e-learning platforms leads to enhanced student performance and satisfaction.



STATEMENT OF THE PROBLEM:

Many students face difficulties in effectively using e-learning platforms due to poor internet connectivity, lack of technical skills, limited interaction with teachers, and reduced motivation compared to traditional classroom learning. The effectiveness of e- learning is influenced by factors such as internet quality, availability of digital devices, user-friendliness of platforms, teaching methods, course content, and the level of student engagement. E-learning platforms have grown rapidly due to advancements in technology and increased internet usage. The COVID-19 pandemic further accelerated the adoption of platforms like Google Classroom, Zoom, Microsoft Teams, and other online learning providers, making digital learning a common mode of education. Therefore, the purpose of this study is to analyze students' perceptions towards e-learning platforms, identify the challenges faced by them, understand their level of satisfaction, and suggest improvements to enhance the effectiveness of online learning.

RESEARCH METHODOLOGY

The area of the study refers to Coimbatore city. The research focuses on respondents residing in Coimbatore to analyze their awareness, usage, and perception of E-learning platforms. For the purpose of the study, both primary and secondary data were used. The sample size selected for the study consists of 202 respondents from Coimbatore city. The study adopted the convenience sampling method. Percentage Analysis and Average Rank Analysis has been used to analyze for the study.

SCOPE OF THE STUDY

The scope of the study is restricted to examining students' perception of e- learning platforms in Coimbatore City. The study covers students from selected educational institutions, including colleges and universities, to assess their level of awareness, extent of usage, and degree of satisfaction with e-learning platforms. It focuses on understanding students' experiences with various e-learning tools, their learning preferences, and their acceptance of digital modes of education.

OBJECTIVE OF THE STUDY

- To identify the factors influencing students to use e-learning platforms
- To analyse the challenges faced by students while using e-learning platforms.
- To examine the level of satisfaction with e-learning platforms.

LIMITATIONS OF THE STUDY

- Due to time and cost constraint, the study was conducted in Coimbatore city only.
- The maximum number of samples selected is 202. Therefore, the results cannot be generalized

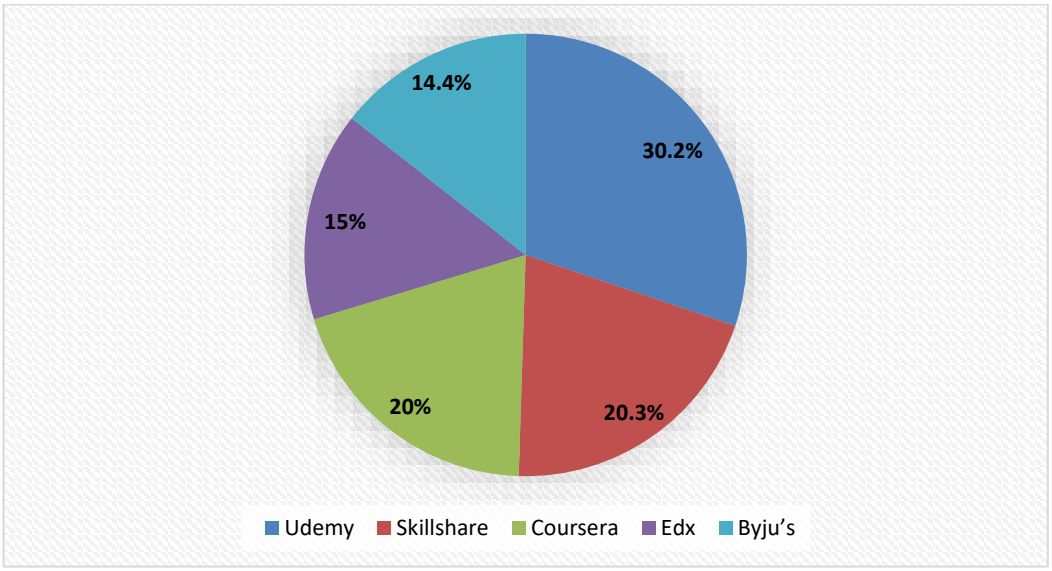


E-LEARNING PLATFORMS FREQUENTLY USED BY THE RESPONDENTS

Most Frequently Used E-Learning Platforms	Number Of Respondents	Percentage
Udemy	61	30.2%
Skillshare	41	20.3%
Coursera	40	19.8%
Edx	31	15.3%
Byju's	29	14.4%
Total	202	100%

INTERPRETATION:

The table shows that, out of 202 respondents, Udemy is used by 61 respondents (30.2%), followed by Skill share with 41 respondents (20.3%), Coursera with 40 respondents (19.8%), edX with 31 respondents (15.3%), and BYJU'S with 29 respondents (14.4%).



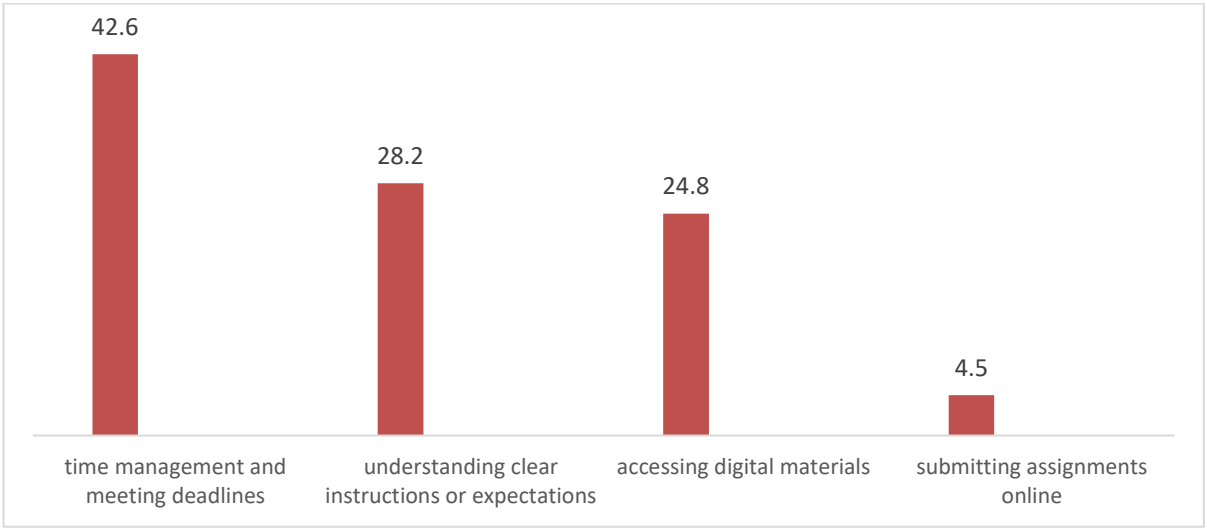
AREA OF STRUGGLE FACED BY THE RESPONDENTS

Struggle	Frequency	Percent
Time Management And Meeting Deadlines	86	42.6
Understanding Clear Instructions Or Expectations	57	28.2
Accessing Digital Materials	50	24.8
Submitting Assignments Online	9	4.5
Total	**202**	**100.0**



INTERPRETATION:

The interpretation of Table 4.21 is that respondents mainly struggle with time management & meeting deadlines (86 cases, 42.6%), showing most have scheduling problems; understanding instructions or expectations is the second issue (57 cases, 28.2%), indicating confusion about requirements; accessing digital materials affects 50 respondents (24.8%), pointing to resource-access hurdles; and submitting assignments online is a minor issue (9 cases, 4.5%).



FACTORS INFULENCING THE USE OF E-LEARNING PLATFORMS BY THE RESPONDENTS

Factors	Level &score	Rank5	Rank4	Rank 3	Rank 2	Rank 1	Total	Weighted average score	Rank
Flexibility oflearning schedule	Level	137	32	21	2	8	200	4.44	1
	Score	685	128	63	4	8	888		
Availability of certificates	Level	24	119	41	14	2	200	3.75	5
	Score	120	476	123	28	2	749		
Mobile-friendly access	Level	67	71	56	5	1	200	3.99	3
	Score	335	284	168	10	1	798		
Variety of courses offered	Level	58	73	51	17	1	200	3.85	4
	Score	290	292	153	34	1	770		
Quality of content	Level	58	71	55	8	8	200	3.82	6
	Score	290	284	165	16	8	763		
Cost effectiveness	Level	66	66	53	8	7	200	3.88	2
	Score	330	264	159	16	7	776		

INTERPRETATION:

The table shows respondents care most about flexible learning schedules (Rank 1, weighted average 4.44) and cost effectiveness (Rank 2, 3.88), followed by mobile-friendly access (Rank 3, 3.99), variety of courses (Rank 4, 3.85), availability of certificates (Rank 5, 3.75), and quality of content (Rank 6, 3.82), meaning flexibility and price drive decisions more than content or certificates.



FINDINGS

1. The majority of the respondents (30.2%) prefer Udemy as their e-learning platform.
2. The most of the respondents (42.6%) are facing issues in Time management and meeting deadlines.
3. Most of the respondents care most about flexible learning schedules followed by cost effectiveness, mobile-friendly access, variety of courses, availability of certificates, quality of content and price drive decisions more than content or certificates

SUGGESTIONS

1. Many learners face issues such as poor internet optimization and frequent connectivity disruptions, which affect the flow of learning, having a strong technical support system is essential so that users can quickly resolve issues without losing valuable learning time.

2. By adding interactive features like live classes, quizzes, and discussion forums can significantly improve learner engagement and participation.

3. Increasing the availability of skill-based and certification- oriented courses can attract learners who are focused on career development and practical outcomes.

4. Ensuring that platforms are mobile-friendly and easy to navigate is essential, as a large number of users access content through smart phones and other portable devices.

5. Implementing feedback systems allows providers to understand learner needs, identify gaps, and make necessary improvements, ensuring long-term user satisfaction and success.

CONCLUSION

The study concludes that e-learning platforms play a significant and transformative role in modern education and skill development. The findings indicate that a large proportion of respondents are not only aware of e-learning platforms but also actively use them for various purposes, especially for skill-based learning and accessing recorded lectures. Popular platforms such as Coursera, Skill share, and BYJU'S are widely preferred by learners due to the variety and quality of courses they offer. Overall, the results suggest that e-learning platforms have a positive impact on learners and are highly recommended by users for enhancing knowledge and skills. With continuous improvements in technology, better content delivery, and increased accessibility, e-learning platforms are expected to grow further and play an even more important role in shaping the future of education.

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