Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 6): pp. 3593-3600
http://ilkogretim-online.org
doi: 10.17051/ilkonline.2021.06.339

Social Media Marketing Strategies Of E Learning Organizations With Special Reference To Elementary Education

Dr. Asita Ghewari, Associate Professor, CES's RMD Institute of Management, Nigadi, Pune.

Dr. Nilesh Anute, Associate Professor, ASM's Institute of Business Management and Research, Pune. nileshanute@gmail.com

Abstract

The objective of this research paper is to study the awareness, usefulness, satisfaction level of customers related to social media marketing strategies of e learning organizations with special reference to elementary education. Researchers have collected the data from 250 respondents using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many e learning organizations to develop their social media marketing strategies.

Keywords: Social media, e learning, impact, awareness, satisfaction, etc.

Introduction

E-learning is a formalized teaching-based learning system that makes use of electronic resources. E-learning is primarily based on using computers and the Internet, while teaching can also take place in or outside of formal classroom settings.

The proliferation of new teaching and learning methods at universities has been facilitated by the development of information technology (IT) in education. It will take a lot of research to implement e-learning programmes in Iranian universities and evaluate how well prepared students are for e-learning environments. An effective online learning experience requires collaboration, resource selection, and collecting, all of which are components of the new method known as e-learning. To ensure the success of instructors and pupils, it is essential to recognise environmental obstacles and support the best methods to address them. Only then will such achievement be possible.

BYJU's mission is to make the students fall in love with learning; this app mainly focuses on mathematics and science where the content is visually explained by using modern digital animations and illustrations. Unacademy's main vision is to create the numerous courses in multiple languages for students all over the world.

Vedantu offers the students friendly and enthusiastic teachers which can match their level so that every student can understand. Khan Academy mission is to provide a free worlds education for everyone across the world.This platform believes that Videos, material, and practice in combination helps the students. White Hat Jr. Aims to teach code to kids with core programming skills, it is designed to stimulate creativity, problem solving skills. There is a huge competition among these apps. And all these platforms are working for the growth and development of the students across the world.

If you're wondering what sort of technology is employed in such online teaching platforms in India that simplify things for both users, it primarily consists of Learning management systems (LMS). You need a strong internet connection and a laptop or PC with a webcam to start teaching online. These online education platforms in India have helped the education department quickly adjust to the new internet culture. The majority of individuals have access to the internet and a device that they can use right away. You can lecture students thanks to a built-in microphone. You may interact better with your pupils by going live with them using the camera.

Websites and programs that emphasize collaboration, sharing of content, engagement, and community-based feedback are collectively referred to as social media. Social media is used by people to connect and communicate with their friends, family, and other communities.

Social media is significant because it enables you to connect, engage, and nurture your target audience wherever they may be. A company can use social media to create brand awareness, leads, sales, and money if it can use it to interact with its audience.

Social media has grown to be the most prominent and significant virtual area, where users may promote their brands and products using the platform for more than just social networking.

Literature Review

Social media is the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public which have content formats including text, video, photographs, audio, PDF and PowerPoint.(Cohen, 2011). It can be said that social media is the tools, services, and communication facilitating connection between peers with common interests. Using social media in a learning process begin to rise significantly and likely to imply for education practice and provision especially in term of connecting with their students or with their colleagues, to access news and appear in their walls. (Patel, Social Media management, 2016). Learning that is based around principles of collective exploration, play and innovation rather than individualized instruction (Thomas, 2011). This fact can be used with in a classroom situation to create more value to learning.Kristen Diliberto-Macaluso & Alan Hughes (2016), in their research

paper entitled “The use of mobile apps to enhance student learning in Introduction to psychology” showed that after the excess use of mobile phones and internet online educational apps set a standard in every student’s life. They also mentioned that students who are using the online apps are highly responsive and actively giving answers than compare to other students. Dr. Yatendra Pal & Ms. Riddhi Agarwal, (2017), in their research paper entitled “Useof Educational App in Classroom Teaching”,stated that influence of technology upon children and education has been immense. And they alsomentioned that educational apps are making things easier for children to understand. Apps are the wonderful tools to engage the kids in studies and in other brain activities, it extend learning and allows the children to move at their own pace. Saadatmand, Hedberg, Abjornsson, and Kvarnstrom (2017) also explain that the CoI framework considers learning in an online environment, which requires learners to be actively engaged with the instructor, other learners and content to achieve meaningful deep learning. The CoI presences imply that there should be some form of interaction or online collaborative learning.

Research Methodology

Eliminating time and effort waste in the later stages of the research is made possible by finalizing the research objectives. The study's topic should always be taken into consideration while stating the research objectives. In light of the current study, the researcher has chosen to investigate the following objectives

Objectives of the study

- To identify the source of awareness from social media platforms about e learning organizations.
- To study the usefulness of information about e learning organizations on social media.
- To identify the engagement of e learning organizations on social media.
- To study the level of satisfaction of information about e learning organizations on social media.

Hypothesis of the Study

- H1: Customers are highly satisfied from the information of e learning organizations on social media.

Research design

Type of Research Design	Descriptive Research Design
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	250 (Parents of students)
Primary Data	Well-structured questionnaire

Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis tools	IBM SPSS-20

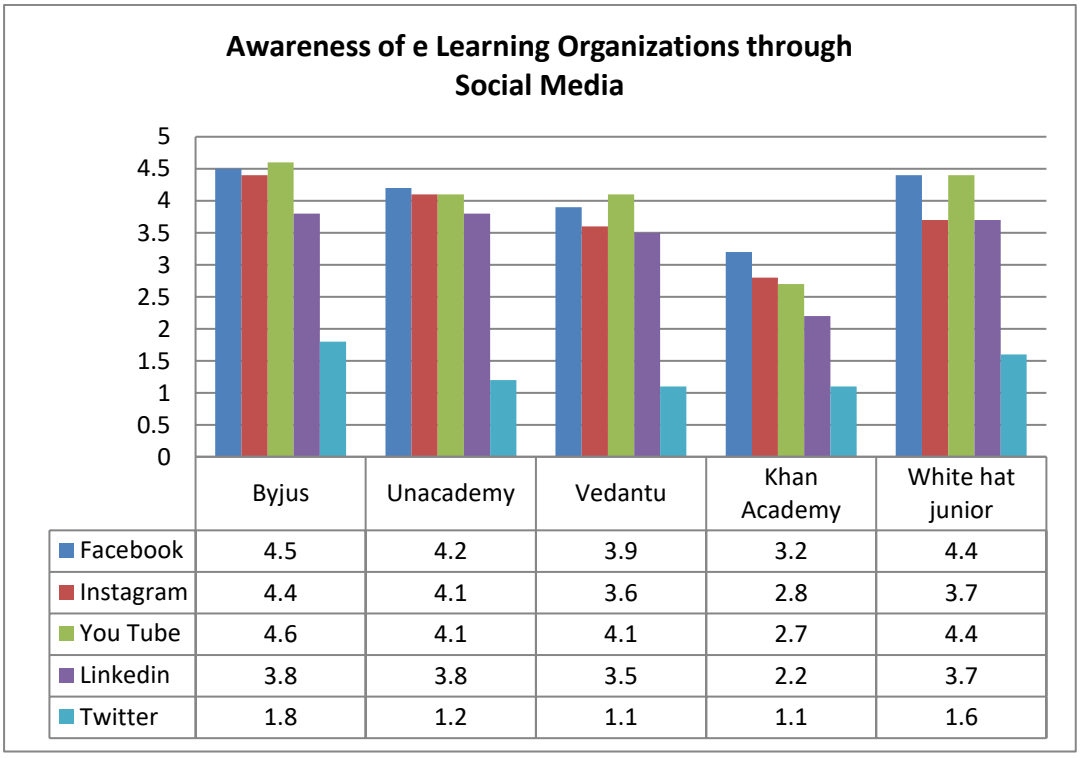
Scope of the study

The researchers have selected below five social media tools and five e learning organizations for the present study. The respondents are parents whose kids are learning in 1st std to 10th std.

Social media tools	e learning organizations
Facebook	Byjus
Instagram	Unacademy
You Tube	Vedantu
Linkedin	Khan Academy
Twitter	White hat junior

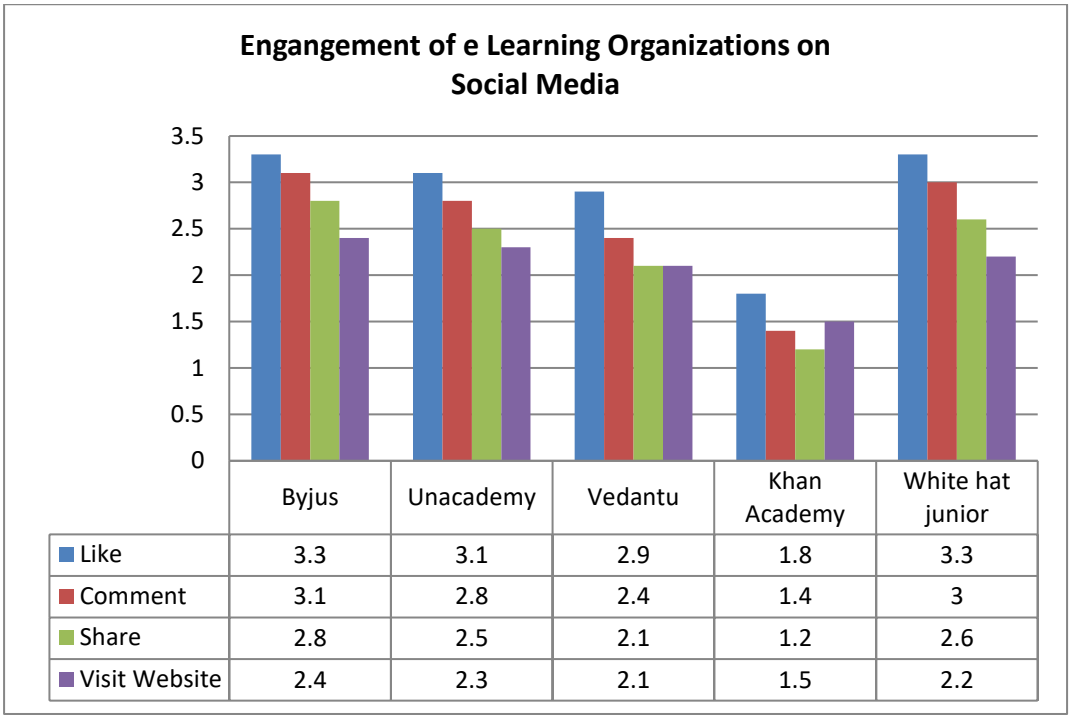
Data Analysis

Awareness of e Learning Organizations through Social Media



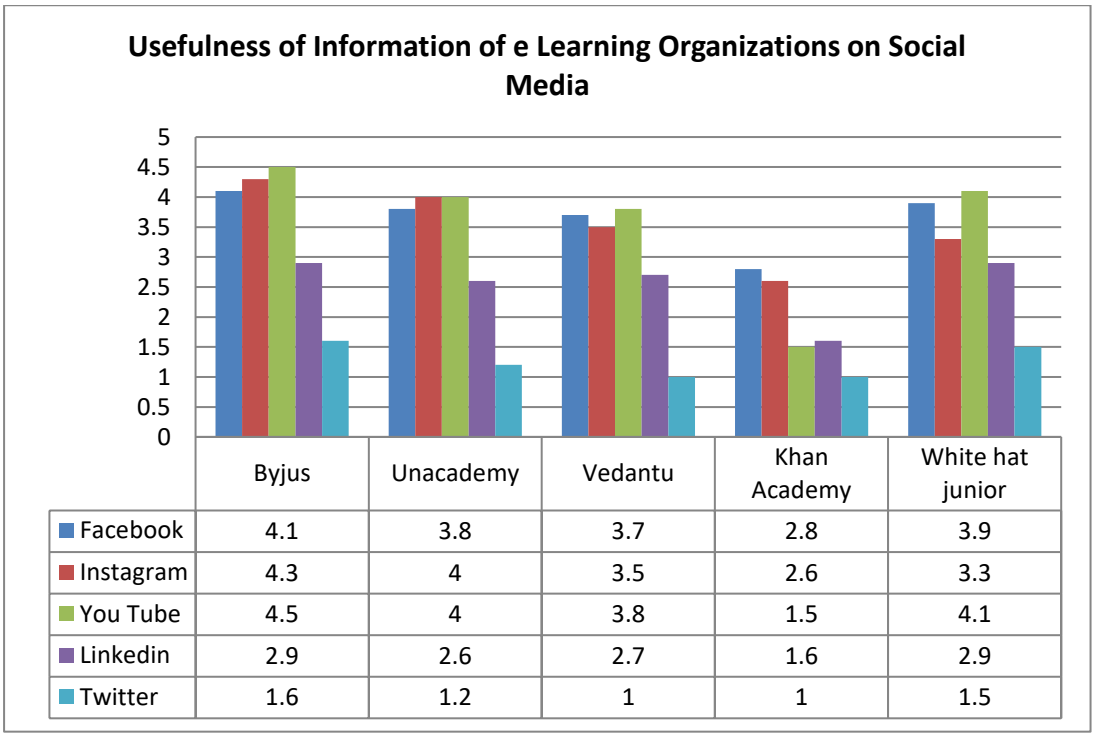
	Byjus	Unacademy	Vedantu	Khan Academy	White hat junior
Facebook	4.5	4.2	3.9	3.2	4.4
Instagram	4.4	4.1	3.6	2.8	3.7
You Tube	4.6	4.1	4.1	2.7	4.4
Linkedin	3.8	3.8	3.5	2.2	3.7
Twitter	1.8	1.2	1.1	1.1	1.6

Engagement of e Learning Organizations on Social Media



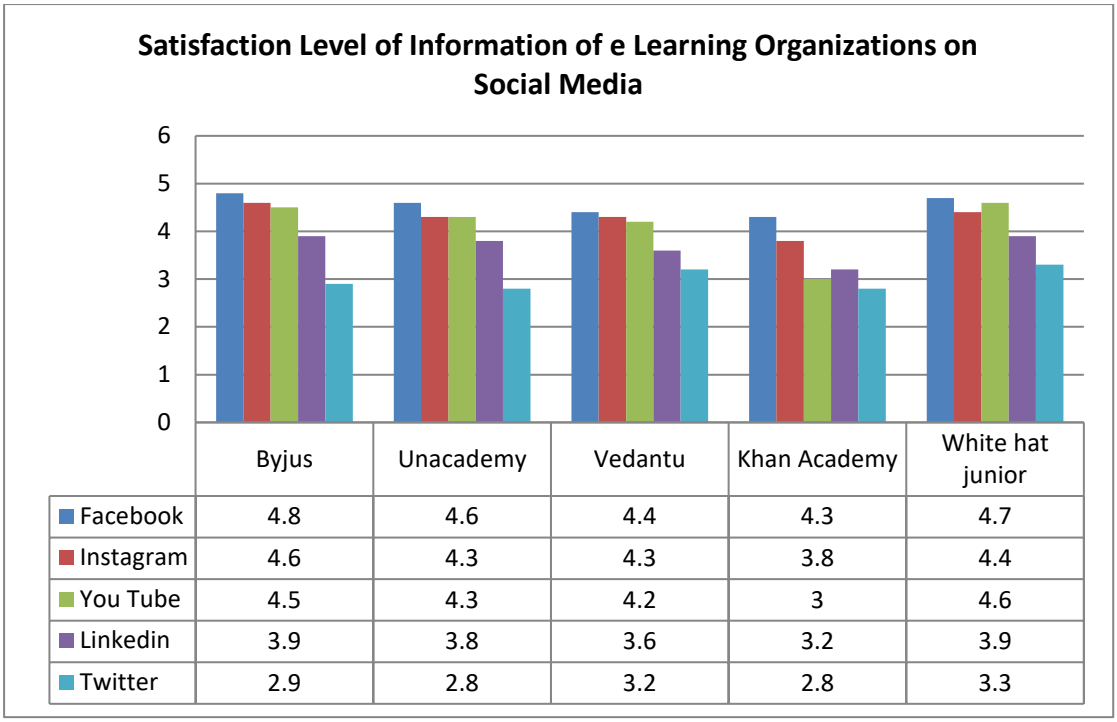
	Byjus	Unacademy	Vedantu	Khan Academy	White hat junior
Like	3.3	3.1	2.9	1.8	3.3
Comment	3.1	2.8	2.4	1.4	3
Share	2.8	2.5	2.1	1.2	2.6
Visit Website	2.4	2.3	2.1	1.5	2.2

Usefulness of Information of e Learning Organizations on Social Media



	Byjus	Unacademy	Vedantu	Khan Academy	White hat junior
Facebook	4.1	3.8	3.7	2.8	3.9
Instagram	4.3	4	3.5	2.6	3.3
You Tube	4.5	4	3.8	1.5	4.1
Linkedin	2.9	2.6	2.7	1.6	2.9
Twitter	1.6	1.2	1	1	1.5

Satisfaction Level of information of e Learning Organizations on Social Media



	Byjus	Unacademy	Vedantu	Khan Academy	White hat junior
Facebook	4.8	4.6	4.4	4.3	4.7
Instagram	4.6	4.3	4.3	3.8	4.4
You Tube	4.5	4.3	4.2	3	4.6
Linkedin	3.9	3.8	3.6	3.2	3.9
Twitter	2.9	2.8	3.2	2.8	3.3

Hypothesis Testing

- Null Hypothesis (H0): H1: Customers are not satisfied from the information of e learning organizations on social media.
- Alternative Hypothesis (Ha): H1: Customers are highly satisfied from the information of e learning organizations on social media.
- The researchers have tested the null hypothesis with the help of IBM SPSS 20. The researchers have applied Z test to check the null hypothesis. The P value identified is 0.01 which is less than 0.05 so the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Conclusion

E learning organizations adopted social media marketing strategies to increase customers awareness and engagement. It is observed that Byjus (Mean 4.5) and White hat Junior (Mean 4.4) having highest awareness on social media amongst customers. The awareness about e learning organizations on social media is high but when it comes to engagement (like, comment, share, visit website) it is average. Byjus (mean 3.3) and Whitehat Junior (Mean 3.3) have highest engagement.The number of customers liking, commenting, sharing and visiting websites is decreasing respectively. Very few customers visit the website of e learning organizations through the link given on social media platforms. The information available on various social media platforms about e learning organizations is useful for the customers. Youtube (Mean 4.5) is the most

Facebook and Instagram are the main sources of awareness and engagement. Youtube is observed as the most useful source of information about e learning organizations. Customers are highly satisfied from the information about e

learning organization available on facebook, Instagram and youtube but satisfaction level is moderate about linkedinand twitter. From the analysis we identified that Byjus ranks first e learning organization on social media closely followed by white hat junior, unacademy, vedantu and khan academy respectively. Facebook is the most popular source of social media for e learning organizations closely followed by Instagram and youtube. Linkedin and Twitter are comparatively less useful.

References

- Robert, J. M., Mikhail, Y. A., and Dorothy, G. D. 2008. A cross-national CAI tool to support learning operations decision-making and market analysis, Journal of Computing in Higher Education. (Springer Boston, 2008),55-85. 134.
- Keller, J., Suzuki, K.: Learner motivation and e-learning design: a multinationally validated process. J. Educ. Media 29(3), 229–239 (2004)
- Lee, Y.-C.: An empirical investigation into factors influencing the adoption of an e-learning system. Online Inf. Rev. 30(5), 517–541 (2006)
- Sun, P.-C., Tsai, R.J., Finger, G., Chen, Y.-Y., Yeh, D.: What drives a successful eLearning? An empirical investigation of the critical factors influencing learner satisfaction. Comput. Educ. 50(4), 1183–1202 (2008)
- Al-Dosari, H. (2011). Faculty members and students perceptions of E-learning in the English Department: A project evaluation. Journal of Social Sciences, 7(3), 391-407.
- Al-Harbi, K. A. (2010). E-learning in Saudi tertiary education: Potential and challenges. Applied Computing and Informatics, 9, 31-46. http://dx.doi.org/10.1016/j.aci.2010.03.002
- Ssekakubo, G., Suleman, H., & Marsden, G. (2011). Issues of adoption: Have e-learning management systems fulfilled their potential in developing countries? In Proceedings of the South African Institute of Computer Scientists and Information Technologists Conference on Knowledge, Innovation and Leadership in a Diverse, Multidisciplinary Environment (pp. 231–238). Cape Town, South Africa.
- Taurus,J.T., David, Gichoya. & Alex, Muumbo. (2015). Challenges of Implementing E-learning in Kenya: A case of Kenyan Public University. International Review of Research in Open and Distributed Learning, 16(1), 120 -141.
- Mandke, V., & Kanwar, S. Authors (2013). Educational Technology [PowerPoint slides]. Retrieved from https://moodle.niituniversity.in/moodle/
- Rajasekar, S., Philominathan, P., Chinnathambi (2013), V. Research methodology, pp.5-6

- Kristen Diliberto-Macaluso & Alan Hughes (2016), “The use of mobile apps to enhance student learning in Introduction to psychology” Teaching of Psychology,January 2016, Vol. 43(1)48-52.
- Dr. Yatendra Pal & Ms. Riddhi Agarwal, (2017), “Useof Educational App in Classroom Teaching”, International Education & Research Journal [IERJ], May 2017, Vol.3, Issue-5, ISSN- 2454-9916.