

# A Study of Learners' Motivational Factors towards E-learning: With Special Reference to Delhi-NCR

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## Abstract

Emerging technology change the world with various possibilities. The availability of internet enable technologies has transformed the learning methods. The research article examines Motivational factor that influence the Learners for adoption of E-learning. The study involves respondents from Delhi NCR reason. The study considered In order to understand the different perspective of learners' awareness towards e-learning. 199 respondents were selected out of which 97 respondents were selected from rural areas and 102 from the urban area. Similarly, 99 respondents were male and 100 were female. A well –structured questionnaire is used to collect primary data from the respondents. The collected responses were coded and uploaded into the statistical package for social science. Chi-square test and hypothesis testing were used to test the result at 5% significance level to study the association between motivational factors towards e-learning and demographic variables.

**Keywords:** E-Learning, Education system, Emerging technology

## 1.1 Introduction

The rise of e-learning doesn't happen overnight. It undergoes constant evolution and is still in process of growing. The concept of E-learning is as old as the internet. There is not a single opinion about the evolution of e-learning. Before the emergence of the internet, distance and correspondence education was provided to those students who were not capable of going to school or college due to geographical problem or any other such reason distance education was provided in sum subject or skills. Tutors and learners used the Mail system Get in touch with each other. Learners found it difficult. In 1999, e-learning came into existence with the emergence of the internet. With the development of the internet new doors of opportunities opened before universities or institutions were keen to use the internet in the distance education system. They expanded their horizon with the use of the internet or open universities and institutions started providing a wide range of courses and programs. The cost of learning has increased drastically so there was a need for a new form of learning. E-learning is a new era of learning. E-learning decreases the educational costs in all respects and it is more result oriented as compared to traditional learning. It is a storehouse of education and knowledge, and provides worldwide connectivity.

## 1.2 Online Learning Tools:

There are many types of tools used in the process of learning through the internet. Some of them are as follows:

- **E-mail:** The desire to communicate is the main thing behind networking. Electronic mail is one the most common forms of communication through the internet and it is also used for education and research purposes by a far margin. It is an important form of communication which provides non-interactive form transmission of data and information from one person to another. Graphics and Documents are also being attached with email.
- **Listers:** It is important forms of communication mainly used in discussions.They are used in sharing ideas and common interest which create common interest in the field of education and research. They are also called mailing lists.
- **Internet conferencing:** It facilitates the dialog between learner and the instructor. Mainly we saw its greater potential in the higher education field. There is a need that both the users are connected with the internet simultaneously. It is very effective in terms of getting quick feedback.
- **Library services through the internet:** Looking for books in the library and Searching for information on the internet, both the activities are positively attached with the addition of knowledge. Book and record of data and information in the library is a traditional concept while all the information was readily available on the internet. Digital library concept is a very significant step in the elaboration of acquiring, storing and disseminating data to the actual users.

## 1.3 Advantages of E-learning

E-learning is an online process of learning. It provides various benefits to learners. Due to the wider set of benefits of e-learning, it has become more popular and valued among learners all over the world.

- **Better retention of content:** E-learning contains various tools that make learning interactive with effective use of audio and visual tools. These tools help in better presentation of content and also make the content interesting and easy to understand. Learners also enjoy the learning process with these mediums. It also provides space for creativity and the learning outcome is much better in comparison to other mediums.
- **Economical:** Electronic mediums are the fastest medium as well as have very wide coverage on various areas. With the use of web-learning, you can access content anytime and anywhere. There is no need to take spare time to attend classes and lectures. It is also a cost-effective process. Overall we can say that it is very economical in terms of time, money and effort involved.
- **Quick Delivery of Content:** E-learning eliminates the traditional approach of classroom teaching as it is one of the fastest mediums in delivery of content as per the need of the learner. It is very economical in terms of time and effort involved. It also reduces the overburden of traveling and gaining data from various sources but you can learn at the comfort of your own place. It also provides the luxury to skip certain areas which you are not needed or not interested in.
- **Scalability and Consistency:** E-learning provides learners to get an advanced coverage to communicate the message in a regular way in an appropriate form to the target audience. This ensures that similar types of learners are getting the knowledge of same type. It is called consistency. e-learning is not bound to certain limits. Online learning helps in creating and communicating new training, and ideas. E-learning is a very quick and easy way of learning whether it is formal education or entertainment.
- **Effectiveness:** E-learning has a very positive impact on organizational profitability as well as learners. It is very essential to have an easy and fast medium to gain knowledge of different areas in minimum time and effort involved. E-learning has a key role in improving:
  - ❖ Improved scores on tests or other types of evaluation.
  - ❖ Help to keep information for a longer time.
  - ❖ Enhance ability to learn and implement the new process or knowledge at the workplace.
  - ❖ Helpful in gaining new skills.
- **Environment friendly:** E-learning is paperless learning. It is a learning pattern which is totally based on the electronic medium. Therefore it protects the environment to a lot of extent. E-learning ensures no consumption of paper and other ingredients. Hence, there is no cutting of trees and the environment is not harmed in any prospective.

## 2. Literature Review

The educational process is in transformational stages where creativity, interaction, and skills are establishing new doctrine. The role of technology is a key element in recent times in every segment. Teaching is also not being left alone as the rapid enhancement of technology in the field of teaching. New technology led to the emergence of a new pattern of learning and education. It basically relies on the digital medium with a number of benefits like easy to use, cost effective, better quality content and any time access (Valentina Arkorful, Nelly Abaidoo, 2014).

It is also necessary to implement online- learning technology in higher education for faculty, administration, and students to enjoy the benefits. Learners from various courses and streams add on necessary knowledge from the available online sources. While comparing the art and science students, the students belonging to the science field were highly aware about online learning. Facilities available to students have a significant impact on the awareness level of students. The various issues and challenges faced in recent educational scenarios and in implementation of e-learning systems like technological challenges, new form of learning community and interactive learning development to make the e-learning system more interactive for learners (Hemant Rana, Rajiv, Manoharlal, 2014). Computer knowledge, facilities at home, lack of knowledge of navigation of online resources and costly internet adversely affects awareness among students. Students having good knowledge and high facilities are highly aware about online learning (S.K. Panneer Selvam , 2016). The impact of digital medium learning and training of personnel and skill enhancement is the primary revolution in the educational field. The E-learning system significantly influenced the learners. The E- Learning system affected their self-efficiency and learners used e -learning to upgrade their knowledge (Aliza Yacob, Aini Zuriyati Abdul Kadir, O. Zainudi, A. Zurarirah, 2011). The role of online –learning emerged in developing country India. E-learning is provided in two fields namely education and training. In India, the majority of the population belongs to rural areas. In rural areas there is lack of infrastructure, low availability of the internet are major challenges in the growth of online-learning. Although the Indian government is taking steps to remove challenges faced in the growth of e-learning (Deepshikha Aggarwal, 2009).

## 3. Research Methodology

The study is descriptive in nature and based on a survey method. It considered as descriptive because it describes the motivational factor of the learner. The study is to understand the different perspective of learners' attitude towards e-learning. 199 respondents were selected out of which 97 respondents were selected from rural areas and 102 from the urban area. Similarly, 99 respondents were male and 100 were female.

A well-structured questionnaire is used to collect primary data from the respondents. A five point likert scale was chosen to be the main instrument in the questionnaire. The questionnaire was structured in two main parts. The first main part consists of multiple choice questions with a single answer concerning demographic variables such as age and place of residence. The other part consisted of close-ended questions using likert scale (1-5) that ranged from “strongly disagree” to “strongly agree”. Before finalizing the questionnaire a pilot survey takes place to make necessary changes. The collected responses were coded and uploaded into the statistical package for social science. Chi-square test and hypothesis testing were used to test the result at 5% significance level to study the association between motivation factor and attitude towards e-learning and demographic variables.

#### 4. Analysis

This chapter investigates in to three sections. First section deals with demographic profile and second section deal with the motivation factors that influence the learners for adoption of e-learning. The third section deal with Relationship between Motivation factor for adoption of E-learning and Demographic Variable. The data was collected from 199 respondents through structured questionnaire. Further analysis work proceeds as per the responses. The interest of the study is to understand the following:

- Motivation factor that influence the Learners for adoption of E-learning.
- Relationship between Motivation factor for adoption of E-learning and Demographic Variable

##### 4.1: Motivation factor that influence the Learners for adoption of E-learning

This section investigates the motivation factor that influences the learners for adoption of e-learning. Here responses were collected on 8 different dimensions on likert type statements in five level of satisfaction ranging from strongly agree to strongly disagree. But at the time of analysis ‘Strongly Disagree’ and ‘Disagree’ categories of responses have been merged as ‘Disagree’ similarly ‘Strongly Agree’ and ‘Agree’ categories of responses have been merged as Agree. The description of responses is given below:

**Table: 4.1: Motivation factor for adoption of E-learning.**

| S.no. | Description of statement                       | Disagree  | Neutral   | Agree      |
|-------|--|-----------|-----------|------------|
| 1.    | E-learning is more innovative                  | 21(10.6%) | 40(20.1%) | 138(69.3%) |
| 2.    | E-learning is more cost effective              | 28(14.1%) | 40(20.1%) | 131(65.8%) |
| 3.    | E-learning can be access 24*7                  | 17(8.5%)  | 31(15.6%) | 151(75.9%) |
| 4.    | E-learning interact with everyone              | 27(13.6%) | 48(24.1%) | 124(62.3%) |
| 5.    | E-learning is user friendly                    | 21(10.6%) | 22(11.2%) | 156(77.9%) |
| 6.    | E-learning is easy to use                      | 19(9.5%)  | 22(11.2%) | 158(79.4%) |
| 7.    | E-learning provide better quality content      | 72(36.2%) | 33(16.6%) | 94(47.2%)  |
| 8.    | E-learning provide audio and visual advantages | 13(6.5%)  | 22(11.1%) | 164(82.4%) |

Source: primary data N=199

The table exhibits that the majority (69.3%) Of respondent agree that e-learning is more innovative and around (65.8%) have same view with respect that e-learning is more cost effective and almost (75.9%) respondent agree that e-learning can be access 24\*7. On the other hand majority (62.3%) respondent agree that e-learning interact with everyone. And around (77.9%) respondent motivated that e-learning user friendly and majority (79.4%) respondent agrees that e-learning is easy to use. And almost (47.2%) respondent agree that e-learning provide better quality content and another  $\frac{3}{4}$  respondent agree that e-learning provide audio and visual advantages. The table shows that almost all respondent agree that these motivating factor influence the learners for adoption of e-learning.

##### 4.2: Motivation factor that influence the learners for adoption of E-learning and Demographic Variable.

In the preceding section, overall motivation factor that influence the learners for adopting of e-learning on various dimension of e-learning have been analyzed and for most of the dimension, was found to be moderate or high. In this section, interest of the study is to analyze the relationship between motivation factor that influence the learners for adopting e-learning and demographic characteristics (age, place of residence). Data have been collected on various motivation factors that influenced for adopting of e-learning as well as on both demographic characteristics of the respondents. To analyze the relationship of various motivation factor that influenced towards e-learning with demographic variable, hypothesis testing has been applied. 2 hypotheses have been formulated mentioned as below.

- Ho1: There is no significant association between Motivational factor that influences’ learners towards adoption of E-learning and Age Group.
- Ho2: There is no significant association between Motivational factor that influences’ learners towards adoption of E-learning and Place of Residence.

The respondent in present study belongs to various age groups. Here respondent want to analysis the Motivation factor that influence learners towards adoption of e-learning is differ or not on the basis of age of respondents. A null hypothesis has been formulated mentioned as under:

- Ho1: There is no significant association between Motivation factor that influences’ learners towards adoption of E-learning and different Age Group.

Chi-square and fisher’s exact test were used to testing the hypothesis. The main assumption of chi-square test that not more than 20% cell have expected count less than 5. Here more than 20% cell have expected count less than 5, so researcher adopts fisher’s exact test.

**Table: 4.2 Relation between Motivation factor and Age of Respondent and Place of Resident**

| S. no | Demographic Variable                           | Age of the Respondents              |         |                           | Place of the Repondents             |         |                           |
|-------|--|-------------------------------------|---------|---------------------------|-------------------------------------|---------|---------------------------|
|       | Description of statement                       | Chi square value/fisher exact value | P-value | Description of statement* | Chi square value/fisher exact value | P-value | Description of statement* |
| 1.    | E-learning is more innovative                  | 13.016*                             | 0.034   | Significant               | 8.168                               | 0.074   | Not-significant           |
| 2.    | E-learning is more cost effective              | 12.261                              | 0.048   | Significant               | 3.390                               | 0.495   | Not-Significant           |
| 3.    | E-learning can be access 24*7                  | 18.951                              | 0.002   | Significant               | 2.843                               | 0.041   | Significant               |
| 4.    | E-learning interact with everyone              | 17.345                              | 0.058   | Significant               | 1.174*                              | 0.001   | Significant               |
| 5.    | E-learning is user friendly                    | 27.118*                             | 0.001   | Significant               | 4.829                               | 0.549   | Not-Significant           |
| 6.    | E-learning is easy to use                      | 5.457                               | 0.474   | Not Significant           | 9.803                               | 0.065   | Not-Significant           |
| 7.    | E-learning provide better quality content      | 9.805                               | 0.318   | Not-Significant           | 10.336                              | 0.002   | Significant               |
| 8.    | E-learning provide audio and visual advantages | 7.262                               | 0.258   | Not Significant           | 6.4810                              | 0.160   | Not Significant           |

Source: Researcher's own calculation

N=199/DOF=6

\*5% level of significance

\*\*less than 20% cells have expected count less than 5

The table exhibits the result of chi-square test learners towards motivation factors that influence the adoption of e-learning as per their age of respondent. The null hypothesis "there is no significant association between motivational factors that influences' learners towards adoption of e-learning and different age groups" has been tested at 5% level of significance. The chi square statistics has shown in the table 5.3.the P-value for 5 dimension have found less than 0.05 and 3 dimension were found to be more than 0.05. The present study exhibits that the respondents from different age groups have different motivation factors influenced learners for adopting e-learning. "E-learning is more innovative, E-learning is more cost effective, E-learning can be access 24\*7, E-learning interacts with everyone, and e-learning is user friendly."(P-value is significant at 5% level of significance,  $P < 0.05$ ). Table exhibits the result of the chi-square test, learners' different motivating factors have different dimensions of e-learning as per their place of residence. The null hypothesis "there is no significant association between Motivation factors that influence learners towards adoption of e-learning and different places of residence" has been tested at 5% level of significance. The chi-square statistics has shown in the table 5.4.the P-value for 4 dimension have found less than 0.05 and 4 dimension were found to be more than 0.05. The present study exhibits that the respondent from different place of resident have different motivating factor towards E-learning, "E-learning can be access 24\*7, E-learning interacts with everyone , E-learning is easy to use, E-learning provides better quality content (P-value is significant at 5 % level of significance,  $P < 0.05$ ).

## 5. Major Findings and Conclusion

The study exhibits that there is difference in opinion of learner's lives in rural and urban areas in some dimensions. While considering motivating factor of e-learning like its quality content and available for anytime access, higher proportion of urban learners are motivated more than rural learner. But when it comes that e-learning interact with everyone, higher proportion of rural learner are motivated more than urban learners. However when learner asks about e-learning is an innovative and cost effective tool, its easy usable pattern and technical advantage there is no such significance difference found in the opinion of urban and rural learners. The study further stated that there is difference in opinion of different age group while considering motivating factor of e-learning like it is an innovative and cost effective tool also it can be access any time for everyone. Learners with higher age group are agreed more on these dimensions that they motivated more with them in comparison with lower age groups. However, the learner asks about its easy usable pattern, content quality and technical advantage, no such significance difference found in their opinion.

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