AN EXPLORATORY STUDY OF CUSTOMER SATISFACTION (QUALITY, SERVICE, PRICE) OF HOME REVISE’S-E-LEARNING PRODUCTS

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ABSTRACT: Value is an important factor that drives the market. Value in simple terms is a set of Benefits, consumer is willing to pay for." Growing competition is pushing all business establishments to work very hard on delivering a perceived value. Customer Value Triad refers to an initiative by marketers to satisfy consumers in quality, service and price related aspects. The customer chooses products and services on the basis of getting higher perceived value. Value can be seen as primarily a combination of quality, service and price (QSP) called customer value triad.² The simple logic says that any firm can produce outstanding results, if it is able to deliver QSP in better ways. This research paper is an attempt, where researcher tried to explore the QSP aspects worked out by ‘Home Revise.’ The researcher has also made an attempt to understand the importance of multisensory approach for effective learning.

KEYWORDS: Value Triad, QSP, Value proposition, Multisensory Approach, E-Learning Offerings.


INTRODUCTION:
Need of Study: Even today in some places in rural India, school education is being imparted with the help of conventional method of Chalk and Black-board. Every middle class parent has high expectations of academic performance of their child. Academic performance of a student is greatly affected by his or her attention, retention and concentration in study. Many a times parents complain about children losing interest in study, although they get through all subjects and promoted to next standard as per the government policy.

This situation can pose a serious threat to any parent. Parents understand that their children are losing interest in study and as a result they have bad grades at school. This is a flummoxed situation, as they do not know what actions can change the situation. Students in general have good interest in watching movies, games or sports, serials and cartoons either on TV or on Computer or Laptop. The question then arises is why do they develop immense interest in these things? Can we make most of it in order to develop their interest in study? How? The most apparent solution that is gaining more and more popularity is learning with audio-visual tools. We often refer to it as e-learning. Use of audio-visual tools in study is a common thing in Western countries. ‘Home Revise’ is a company ventured in this business and trying to set its foot. This research paper is interested to know to what extent value triad exercised by Home-Revise in its offerings has helped students get good grades and make their study easier, thereby putting the parent community at ease.

SCOPE OF THE STUDY:
1. Topical scope encompasses exploring the terms Customer Value, Value Proposition and E-learning.
2. Geographical Scope of the present study is confined to Kolhapur Municipal Corporation of Maharashtra State.
3. Analytical Scope focuses on attainment of objectives set at the outset of the study besides testing all hypotheses by working over collected data.
4. Functional Scope is limited to providing a set of meaningful suggestions, which will help ‘Home Revise’ in crafting fool proof strategies in respect of value proposition in all its offerings, which may further lead to complete satisfaction for the consumer.

Cutting edge technology has made a transformational change in the Indian education system. The idea of anytime, anywhere learning was just a mere dream for our predecessors, which has become a reality today. E-learning has certainly provided an edge over conventional learning environment.

E-Learning Facilitates the Learning Process: Learning can take two forms based on the level of abstraction. 1) Verbal receiving, 2) Visual receiving, and 3) Hearing, saying, seeing and doing all happen simultaneously. First two forms are part of Passive learning, while the third form is referred to as Active learning. Research has proved that Active learning can give complete understanding of the topic under study. Dale’s Cone of learning experience exhibits that humans can recall just 10% of what they read, 20% of what they listen, 30% of what they see, 50% of what they hear and see, 70% of what they say or write and 90% of what they say as they do a thing. [Source: Cone of learning adapted from (Dale 1969)].

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Confucius, a great philosopher, proclaims that what we read, we forget; what we see, we remember; and what we do, we understand.

These three sentences have a very broad meaning. What we read this moment, we tend to forget it the next moment. But when we see something, it is most likely that we remember it for a longer period of time. Hence to hold something in our long term memory, i.e. study for students in particular, we must visualize it. Human brain stores or re-collects pictorial information more easily than words or information in textual form. The last sentence deciphers that to make the learning process complete, it is very important to understand anything that we study. If we do something practically, it can certainly help to a larger extent to gain full understanding of it.

**Value Triad:** A customer-value triad highlights perceived goods quality, perceived service quality, and value-based price.

We all know that Mercedes is always considered as the leader in engineering and design, but their engineers are always given two guidelines. First guideline states that, ‘Build the best car in the world,’ and the second guideline states that ‘Build a more affordable car without breaking rule number one.’

**Value Proposition:** A value proposition is a promise of value to be delivered and acknowledged and a belief from the customer that value will be delivered and experienced. Developing a value proposition is based on a review and analysis of the benefits, costs and values that an organization can deliver to its existing customers, prospective customers and other constituent groups within and outside the organization. It is also a positioning of value, where Value = Benefits – Cost.

**Multisensory Approach:** Humans collect information through five sensory organs. There is one more sense exists, i.e. sixth sense that has not been given due importance or it is believed to be a vague abstraction. Multisensory approach is referred as involvement or participation of two or more human senses in the process of learning.

Mr. Yogesh Kore is a founder of the company Home Revise. He embarked upon a journey to understand the teaching pedagogy across different geographic locations. His journey to understand the different methods of teaching took him to distant lands such as Switzerland, Paris, London and the United States of America. He is a regular on the seminar circuit and conducts various training programs on multitudes of topics. He is a very sought-after speaker in forums related to education domain.

**Core purpose of Home Revise:** The core purpose behind existence of Home Revise is to create success stories by making study easy, interesting, enjoyable and above all memorable. Every participant in the value chain is thinking about the best possible ways, by which they can make study easier and easier that must hold student’s interest.

**PRODUCT:** Home Revise works in the area of animated educational CDs, besides publishing books. It offers educational CDs from 1st standard to 12th standard for all Boards including Maharashtra State Board, CBSE, IGCSE, etc.
Price: As per the records received on 31 December 2014, company has set its prices that vary with standard of the student.

Place: Products are served through educational counselors representing specific franchisees. Home Revise promotes its products online also, but it mainly works on franchisee-franchisor model.

Promotion: Promotion is often made by the respective franchisee owners in the events like Educational Fair and Exhibitions, where parents and students are expected to respond positively.

Target Buyers: Proposed target buyers for the products of Home Revise are all students studying in 1st to 12th standard.

Research Design: Data collection:
Primary Data: This study is predominantly based on primary data consisting of responses from parents and students. Users who have had package admissions are only considered for the present study.

Primary Data Collection Method: Researchers have used a Structured Questionnaire, which had 15 questions besides demographic questions and which is drafted both in regional language and English. Certain informal interviews were also held with parents and students which helped in verifying collected data.

Secondary Data: This data is drawn from Company Website, Product Brochures and leaflets and some informal interviews with the employees of Home Revise.

Population: This study is restricted to Kolhapur Municipal Corporation of Maharashtra State. There are 1322 users in total as on Dec 2014, of Home Revise.

Sampling Frame: In order to explore QSP factors, researchers had considered only package admissions instead of single year admissions. Total number of package admissions as on 31.12.14 is 428.

Sample Size: \( n = N / (1 + Ne^2) \) (Slovin's Formula)

\( n \) = Number of samples \( N \) = Total population \( e \) = Error tolerance

Thus, considering total population, i.e. 428 students who have package admissions, the researchers further decide to have a margin of error of 0.05. Using Slovin’s formula, you would be required to survey \( n = N / (1+Ne^2) \) people:

\[
\frac{428}{(1 + 428 * 0.05 * 0.05)} = 206.76
\]

Thus, total sample size for the present study would be 207 students who have package admissions.

Sampling Technique: Researchers have followed simple random sampling technique in order to draw samples from the sampling frame. Each element of the sampling frame is assigned a serial number followed by selection of a random starting point. Thus, by using table of random numbers researcher has drawn all 207 samples.

OBJECTIVES OF THE STUDY
1. To ascertain the level of awareness among parent community about e-learning and e-learning offerings of Home Revise and other marketers.
2. To bring to light the views of parents [buyers] and students [users] over the value triad- Quality, Service and Price Mix offered by Home Revise.
3. To advocate a set of suggestions in order to further improve the value proposition in all offerings of Home Revise.

Hypothesis No. 1:
H0: There is no significant relationship between discounts offered by the sales personnel and immediate buying decision of the product.
H1: There is a significant relationship between discounts offered by the sales personnel and immediate buying decision of the product.

Hypothesis No. 2:
H0: There is no significant relationship between customer perception of product quality and wide use of animations and sound in the product.
H1: There is a significant relationship between customer perception of product quality and wide use of animations and sound in the product.

Bases used for evaluating quality:
1. User interface.
2. User friendliness.
3. Indian neutral accent.
4. Pictures and colors used.
5. No. of animations used.
6. Emotions attached to characters in the animations.
7. Compatibility with any operating system or hardware device.
8. Sound and compositions used.
9. Captions.
10. Inclusion of all important terms of the text book.
11. Keywords at the end of every exercise.
12. Objective test.
13. Minimum hardware and software requirement.
15. Customized or Personalized Content.
16. Interactive.

SERVICE: This is another important aspect which cannot be ignored by marketers. Many of the today’s products require timely service. Service often depends on the level of technical complexity of the product. Software products of any nature require Installation and Training to employees in the beginning. In order to attain the highest utility of the product, training is often sought for. Providing service is a responsibility shared jointly by franchisee owners and Home Revise. A delivered CD will have a warranty of a year from the date of issue. In case Syllabus gets changed after the delivery of the CD, Home Revise will offer new CD with the revised syllabus free of any additional cost.
As a part of service policy, every student enrolled with Home Revise is visited once in a month by an expert teacher to resolve their problems with respect to curriculum.

**PRICE:** Price varies with the product chosen and more importantly based on the standard students opt for. Students are permitted to enroll for upcoming standards by purchasing the package at one go for all future standards.

Special offers at special occasions- Home Revise gives special offers on the verge of special occasions like Diwali, 15th August, etc.

**DISCOUNTS:** Are often availed by students who buy package [In bulk] instead of enrolling for single year. In such cases they get minimum benefit of Rs. 2000. Every year owing to inflation, the price of the products often go up by 20%. Hence buying a package is always a wise decision according to consultants of the company.

**Findings**

**E-Learning Awareness:**
E-learning found to be a familiar word for every respondent participated in the survey, but very few of them, i.e. 39% were actually aware of e-learning companies operating in this industry. The majority [61%] believed that learning imparted with the use of computer and internet is called e-learning.

**Product Quality:** As far as parent community is concerned, 54% of the respondents acknowledged that user interface, user friendliness, number of animations and sound effects and objective tests on each lesson are the key aspects of the e-learning project of Home Revise. On the other hand, 79% students appreciated the quality of animations [appropriate use of animations] and sound. The study found 56% respondents were satisfied over the various aspects of the product quality.

**Post Purchase Service**
When it comes to post purchase service, only 21% respondents talked satisfactorily. The rest [79%) bad-mouthed the service factor of Home Revise. The dissonance or repentance over service factor was mainly due to company’s failure to meet following commitments.
1. Personal visit by an expert teacher.
2. Assistance over phone and mail.

4. Providing a replacement software package in case of damage or non-functioning of existing package during warranty period.

Almost half [47%] the total respondents regret over their decision of buying an e-learning project of Home Revise. More than half [61%] respondents firmly said that they will not recommend in any case this product to anyone.

**Price:** When respondents were asked to express their opinion over price of the product, only 33% respondents believed that money paid by them for the e-learning project of Home Revise was high enough to afford.

**Hypothesis Testing:** The Chi-square test is being used for testing the null hypothesis, which states that there is no significant difference between the expected and observed result. If p-value is less than or equal to the level of significance, i.e. if $P$-value is less than or equal to 0.05 then researcher may reject the null hypothesis, i.e. Ho. Otherwise, researcher may accept the alternative hypothesis $H_1$. In case of both the hypotheses, $H_1$ is being accepted as the values of $P$ [0.000003317, 0.000000142366] were less than 0.05.

**Suggestions:** To maximize the business, Home Revise- Kolhapur has to revamp following areas.
1. Fix up a standard price.
2. Need to work very hard on service domain.

**CONCLUSION:**

**Value Triad:** Product quality, product price and service must be given highest attention in order to survive and prosper in any walk of life today. In the case of Home Revise – Kolhapur, we studied that an e-learning educational product had quality, but lagged far behind on service and price related aspects of the value triad.

**REFERENCES:**