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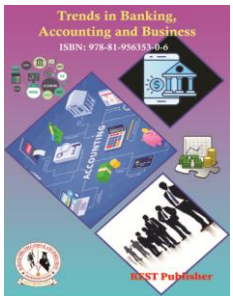


# Student's Inclination towards Online vs. Offline Learning or Blended Learning: Special reference to B School Students in Karnataka

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***Abstract.*** *Floating in the turbulent times really paves way for innovation. One such Pandemic is COVID 19, doesn't leave any sector as such. When it comes to education sector, the industry observed a great shift, transformation, changes in the learning patter, usage of tools and techniques in the teaching learning process, a pinch of glitch which we could feel is the "lack of real time experiences." It is projected in the report by Facts & Factors that down the line seven years the E-Learning market is expected to touch 848 billion US dollars. This induce the interest of the researcher to understand though students are interested in enrolling themselves for online course, what are the prior factor obviously they are not happy with. Therefore, this study is an attempt to observe students' inclination towards online and offline course who are pursuing their courses in B schools, in Bangalore Karnataka. The study is both descriptive and exploratory in nature. R programming and MS excel is used to derive the result from primary and secondary data. The findings of the study show that student's inclination with respect to blended mode is comparatively higher than offline, then online.*

***Keywords:*** *Students liking, Offline learning, Online learning, Digital era, Students, Blended learning.*

## 1. INTRODUCTION

The In the 21st century, where technology is the competitive advantage which push industry and business, teaching has shifted its nature a long way ago. When technology embraces the world each and every one of us have a adopt those changes too. Online teaching is so familiar not only for students but also for employees of organization who wish to up skill themselves in order to keep an edge over others. Henceforth, online education brings a way great platform for anyone who wishes to learn. When it comes to students, diverse country like India, the history of education starts with early Gurukul system, where students will be thought. It is rightly mentioned that online education in the 21st century bridges the gap of skill sets of present generation, there are few pitfalls exists in terms of personal face to face learning. Though online teaching learning system intensifies and emerges there are questions which are left unanswered. This study attempts to measure the reasons regarding the B school students' inclination towards either online or offline learning. In addition to this, the researcher tries to put forth the reason amongst students' inclination and satisfaction toward online and offline platforms. There are various form of learnings supported by technology (Benson and Kolsaker, 2015). Therefore, estimating the efficiency of students who take online courses relative to the efficiency of students who are enrolled in offline courses expands upon the current thinking in the literature.

**Background and Literature Review:** In the last decade virtual education has broaden its wings, as the integration of technology expanded and for the changing business environment online education is the need of the hour. Over the past 15 years there is a growth in the technology integrated learning (Hart et al., 2019). Today's environment appreciates digital competence (Sheehy, 2012) a supportive platform could be virtual learning and its resources. From the literature review it is observed that there are two models observed in online education. The first one is the online model by (Littlestone., 1988 & 1989) and the self-directed model of learning proposed by (Goldman, Rivest & Schapire, 1993, Goldman & Sloan, 1994).

One of the common education techniques in the new era is online education (Pei & Wu., 2019) and its effectiveness is not known. It is not only the students' perspectives that the effectiveness of online education depends, but it depends on number of factors. It is the way back to 2008, the effectiveness of online versus offline education is measured on a meta-analysis study, concerning many factors. It is the notable output from the study of (Pei & Wu., 2019) that results that more or less online versus offline education has its own potential benefits and demerits., therefore we have to consider

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online teaching methodology as one of the potential teaching techniques which widens the possibility of learning things at our fingertip. Few literatures also measured the relevance of demographics of the students taking courses online and their performance. Henceforth online education enhances the performance of students.

## 2. METHODOLOGY

Data were collected from the respondents those who are pursuing their management education in B Schools, in Bangalore city, Karnataka. For this study both primary and secondary data was used to give proper justification. The objective of the study is to measure the student's inclination towards online and offline education and supportive factors for the problem studies. The data is preprocess with the help of statistical tools and filtered for analysis. R Programming is used to explore the facts behind the collected data and secondary data is collected from Statista website and other government websites. Descriptive statistics, chi-square and correlation is used to measure the proposed objectives. The below chapter discuss about the findings, interpretation, discuss and future implications.

## 3. RESULTS & DISCUSSION

The The basic exploration is done with the help of MS Excel to understand the growth predictions of e-learning market. The data gathered with the help of Statista is explored with the help of statistical visualization. From the chart it is observed that the E learning market shows a positive growth trend and achieved as predicted, also it is very much to note that the market is expected to grow 845 billion US dollars in 2025.

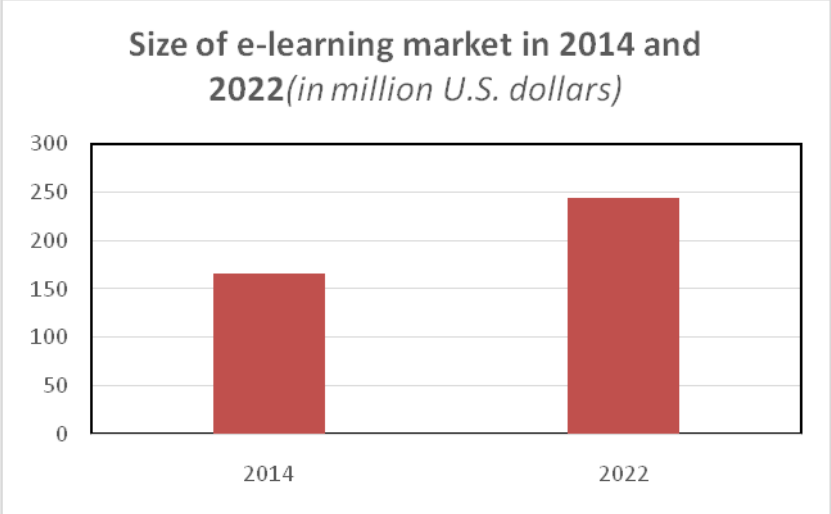


**FIGURE 1.** Size of e-learning market in 2014 and 2022(in million U.S. dollars)

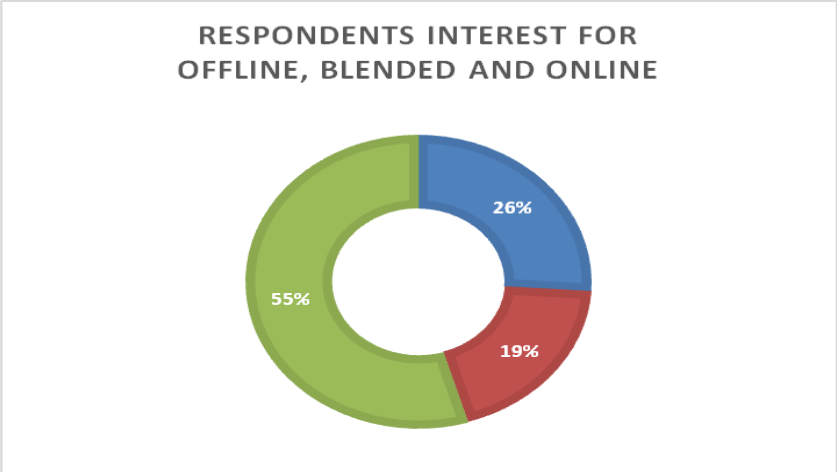


**FIGURE 2.** Inclination for offline, online, and blended learning

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The above chart is generated with MS Excel, and it is interpreted that if given an opportunity what would be the B school students choice for any course is the question asked. The results projects that 26% of the students are inclined for offline course, 55% of the students are pertained to blended mode and 19% of the students will go for only online.

The following output is generated with the help of R Programming using the stargazer package for descriptive analysis. The mean and standard deviation for all the variables such as Income group of the respondents, Internet usage, Offline learning preference, online learning preference, Blended mode, and comparison of offline versus online, preference towards blended learning, platform interested in, interest towards online versus offline learning methods are as shown here under the table. Out of 120 respondents surveyed it is observed that the B school students sre interested to prefer blended learning mode for their enrichment as observed from the values COMP (1.9), PBL(2.9).The syntax and the table is presented below.

Syntax for Descriptive statistics

```
install.packages("stargazer")
library(stargazer)
stargazer(Elearning,type="text",title="Descriptive Statistics",digits=1,out="table.txt")
```

**TABLE 1.** Descriptive Statistics

| Statistic | N | Mean | St. Dev. | Min | Max |
|---|---|---|---|---|---|
| Income | 120 | 1.8 | 0.8 | 1 | 3 |
| IU | 120 | 1.8 | 0.9 | 1 | 5 |
| OFL | 120 | 3.9 | 0.9 | 1 | 5 |
| ONL | 120 | 3.4 | 0.9 | 1 | 5 |
| BL | 120 | 3.7 | 0.9 | 1 | 5 |
| COMP | 120 | 1.9 | 0.6 | 1 | 3 |
| PBL | 120 | 2.9 | 1.1 | 1 | 5 |
| Plat | 120 | 1.7 | 0.7 | 1 | 3 |
| INT | 120 | 2.3 | 0.9 | 1 | 3 |

The below figure presents the details of the students preference towards online verses offline learning. From the graph it can be understood that majority of the B school students are more interested in preferring blended learning methodology mean both offline and online. This clearly predicts that the intention of the students to learn depends on blended mode.

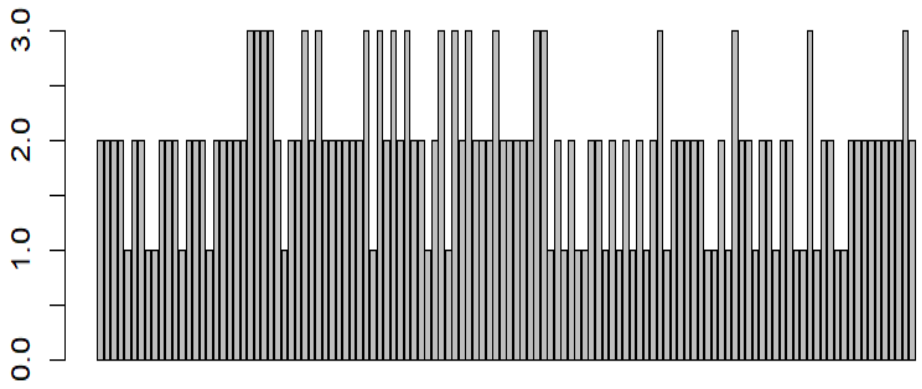


**FIGURE 3.** Comparison of student's preference for online, offline and blended learning

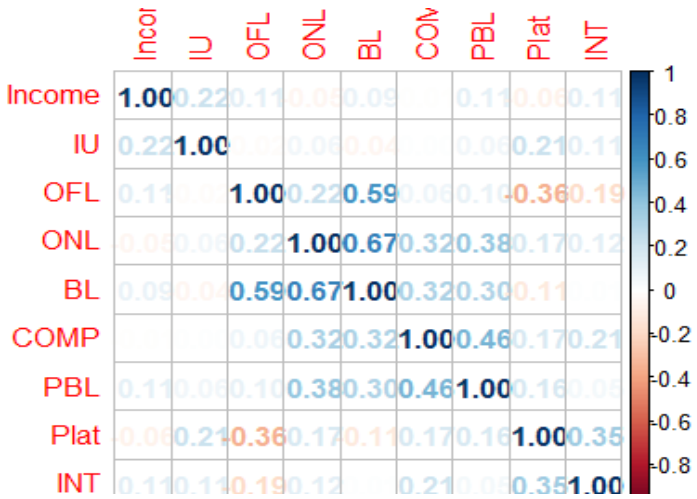


**FIGURE 4.** Correlation for the study variable

The correlation graphics using corrplot() packages presents the relationship among the variables chosen for the study. From the graph using the method number it is observed that there is a positive significant association with respect to students' inclination towards online and off line learning with r value; 0.67 and 0.59 respectively. From the study it can be interpreted that student's inclination toward online is little higher in comparison with offline learning methodology. The findings of the study in corroborate with the findings of (Mariam et al., 2023), explains that online education act as a vital platform to address the future challenges in virtual world.

## 4. CONCLUSION

Learning depends on one's own intention, interest and potential. Online and offline education has its own concerns and issues. The facilities which a student gets in online education are comparatively less than in offline. The personal attention that a student gets in offline education is comparatively more than online education. But to get wisdom one cannot necessarily go abroad or move around to learn things. All the possibilities are there with the provision of online learning. No boundaries when it comes to online education and also students lack motivation and interest in it. The result from the study with the help of different analysis depicts that students are interested to prefer a course in blended mode, in comparison with offline and online. Limitations of this study should be noted. The sample is not necessarily representative of other courses, or other student populations. Additional research is needed with a variety of samples. This study can help business schools to make strategic choices with respect to the teaching learning process and facilitate their students to take realistic career choices. Further the study can be carried out to explore the factors which induces the students to go for blended learning and the benefits can also be measured. However, the results cannot be generalized to other disciplines as because the teaching methodologies and learning strategies changes, researcher can further explore this. Henceforth the study concludes that online courses is consider as the potential choices of teaching methods to up skill themselves at par with the industry expectations.

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