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Topic of Research: Promotional Strategies of Online Education Services in Delhi from the Perspective of Students Satisfaction

FINDINGS

The study's major findings are based on an extensive examination of primary data acquired via a self-developed questionnaire by the researcher. These are the main findings of the study regarding various aspects:

The current study was conducted to investigate promotional techniques for online education from the perspective of student satisfaction. The study aims to identify factors that influence students' satisfaction with online education. Effectiveness of course design and content positively affected students' satisfaction because this study investigated a well-crafted course with timely and engaging material tends to hold students' attention better. Because they are excited to study and feel invested in the subject matter, engaged students are more likely to be satisfied with the course. The teacher who exhibits subject matter understanding and gives enough support to students might help them study more effectively. When students believe their instructor is educated and available for guidance and support, they are more likely to be satisfied with the course. The positive association between instructor effectiveness and satisfaction among learners in e-learning emphasizes the need of good communication, support, feedback, adaptation, and motivation in providing a fulfilling online learning experience. When students feel linked to their instructor and encouraged in their learning path, they are more likely to complete the course and meet their educational objectives. This study found a significant relationship between learner characteristics and satisfaction among learners in online learning environments. Platforms for e-learning that adjust to different learning styles typically increase satisfaction. Computer competency has an insignificant impact on student satisfaction, if students already have a foundational level of computer skills, additional improvements in competency might not significantly affect their overall satisfaction with their educational experience.