



Students' satisfaction towards educational mobile applications

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Abstract

Mobile technologies have become a necessary component of contemporary education, allowing students to access academic resources through smartphones and other portable devices. Educational mobile Apps have gained popularity due to their ability to support flexible and personalized learning. Despite their growing adoption, understanding the level of student satisfaction with these applications remains important for evaluating their effectiveness. This study examines students' satisfaction toward educational mobile apps. Data for the study have been collected from 142 students using well-structured questionnaire by adopting random sampling method. Simple percentage and Chi-Square test have been used to analyze the data. The result of the study indicates that most of the students express positive attitudes toward educational mobile apps, particularly saves time, ease of use and visual presentations make learning interesting. Chi-square test shows that age, gender, streams and family income are significantly associated with the level of satisfaction towards educational mobile apps.

Keywords: Mobile learning, education, mobile apps, students satisfaction, technology

Introduction

Digital technology has considerably reshaped the educational environment during the past decade. The widespread availability of smartphones has enabled learners to access educational materials beyond traditional classroom settings. Mobile learning has therefore emerged as an innovative approach that supports flexible and student-centered learning experiences. Educational mobile apps available on platforms such as coursera, udemy and Google Classroom provide opportunities for learners to access lectures, assignments and learning resources through smartphones. These platforms allow students to engage with academic content at their convenience and speed making learning more accessible. The success of mobile learning systems depends largely on how students perceive and evaluate these technologies. Student satisfaction is widely recognized as a key indicator of the effectiveness of educational technologies. When learners perceive that mobile applications improve their learning efficiency and provide meaningful educational experiences, they are more likely to continue using them. Even though mobile learning tools are widely adopted in higher education, there is still a need to examine how students evaluate their learning experiences through such applications. Therefore, the present study aims to investigate student' satisfaction toward educational mobile apps.

Review of Literature

Mobile Apps learning refers to the use of portable digital devices to facilitate learning beyond traditional classroom boundaries. Crompton (2013) [2] found that learning across multiple contexts through social and comfortable interactions are involved by learning using mobile phones. Traxler (2018) [6] indicated that accessibility, lifelong learning opportunities and inclusivity are supported by mobile app learning. Al-Emran *et al.*, (2020) [1] highlighted that flexibility, engagement and collaborative learning are enhanced by mobile technologies. Eom & Ashill, (2016) [3] found that learners make out that their educational

expectations are fulfilled. Mobile learning satisfaction is influenced usability, system reliability, interaction quality and content relevance. Sun *et al.* (2008) [5] indicated that e-learning satisfaction of learners leans on course design, technology quality and instructor quality. Ong and Lai (2006) [4] found that gender differences in technology acceptance behavior. Venkatesh *et al.*, (2003) [7] highlighted that students from technical disciplines may demonstrate higher acceptance of educational technologies compared to non-technical students.

Statement of the Problem

Learning through mobile apps is increasingly used in institutions of higher education to support digital learning environments. The success of the apps depends more on satisfaction of the students' and acceptance despite their increasing popularity. If students experience issues related to quality of content, usability or technical reliability, their willingness to use educational apps may decrease. Many institutions have adopted learning through apps by using smart phones however assessment of students' satisfaction towards educational mobile apps is still limited. Therefore, it is essential to investigate students' satisfaction towards educational mobile apps and understanding these aspects can help to develop or improve the use of technologies for learning through mobile apps.

Objectives of the Study

The following are the objectives of the study:

- To know the socio-economic profile of the sample students
- To find out the level of satisfaction towards educational mobile apps
- To examine the variables associated with the level of satisfaction towards educational mobile apps

Research Methodology

The study is based on primary data. The data is collected through a well structured questionnaire. It contains

questions relating to socio-economic of students and satisfaction towards educational mobile apps. A sample of 142 students from higher education in Pollachi Taluk has been selected by adopting random sampling method. Simple Percentage and Chi-Square test have been used to analyze the data.

Findings

The findings of the study are divided into three sections namely, socio-economic profile of students, satisfaction towards educational mobile apps, and variables associated with the level of satisfaction towards educational mobile apps are showed in the following paragraphs.

1. Socio - Economic Profile of Students

Socio-economic profile of students like age, gender, area of residence, number of members in the family, type of college, streams and family income are discovered.

- Majority of the students, 76(53.52%) belong to the age group of up to 22 years.
- Majority 74(52.11%) of the students are female.
- Majority 78(54.92%) of the students are residing in rural area.
- Majority 95(66.90%) of the students is from private institutions.
- Majority of the students, 103(72.53%) have 3-4 members in the family.
- Majority 72(50.70%) of the students are from science stream.
- Most 64(45.07%) of the student's family monthly income is Rs. 50,000-Rs.100000.

2. Satisfaction towards Educational Mobile Apps

The table below shows the classification of students based on their level of Satisfaction on the various factors of Educational mobile Apps.

Table 1: Satisfaction towards Educational Mobile Apps

Factors	Highly Satisfied	Satisfied	Dissatisfied
Ease of Use	64 (45.07%)	73 (51.40%)	5 (3.52%)
Quality of Learning Materials	57 (40.14%)	76 (53.52%)	9 (6.34%)
Visual Presentations make Learning Interesting	63 (44.37%)	72 (50.70%)	7 (4.93%)
Saves Time (Speed and Performance of Educational Apps)	68 (47.89%)	70 (49.29%)	4 (2.82%)
Accuracy and Reliability of Content	43 (30.28%)	90 (63.38%)	9 (6.34%)
Affordability of Apps	38 (26.76%)	84 (59.15%)	20 (14.08%)
Customer Support	38 (26.76%)	93 (65.49%)	11 (7.75%)
Advance and Interactive Features are Effective for Learning	43 (30.28%)	77 (54.23%)	22 (15.49%)
Improves Academic Performance	34 (23.94%)	98 (69.02%)	10 (7.04%)
Flexibility of Learning Anytime and Anywhere	53 (37.32%)	80 (56.34%)	9 (6.34%)
Up-to Date Content	38 (26.76%)	92 (64.79%)	12(8.45%)

From the above table, it is inferred that most of the students are highly satisfied with saves time, ease of use and visual presentations make learning interesting. Also, most of the students are satisfied with accuracy and reliability of content teaching methods, improves academic performance, quality of learning materials, customer support, flexibility of learning anytime and anywhere and up-to date content whereas most of the students are dissatisfied with advance

and interactive features are effective for learning and affordability of apps.

3. Variables Associated with the Level of Satisfaction towards Educational Mobile Apps

To examine the association between the select variables and students' satisfaction towards educational mobile apps, the Chi-square test has been employed.

Table 2: Variables Associated with the Level of Satisfaction towards Educational Mobile Apps

Variables	d.f	Calculated (χ^2) Chi-Square Value	Table Value 5% Level
Age	4	9.889	9.488
Gender	2	7.646	5.991
Area of Residence	2	3.988	5.991
Number of members in the family	4	3.799	9.488
Streams	2	6.664	5.991
Family Income	4	10.774	9.488

Six Variables have been taken to analyze the level of satisfaction towards educational mobile apps. Out of six variables the following four variables have significant association with the level of satisfaction towards educational mobile apps (*viz.*) age, gender, streams, and family income while area of residence and number of members in the family does not have significant association with the level of satisfaction towards educational mobile apps.

Suggestions

Based on the findings of the study and the following suggestions are put forth.

- Institutions may encourage the students to use mobile learning apps for flexible learning
- Advance and interactive features like multimedia content, quizzes may be integrated into educational mobile apps to enhance student engagement, motivation and retention.
- Educational mobile apps should be designed by developers with simple and user-friendly interface to increase usability.
- Educational apps with free versions or affordable price like low-cost premium, pay-per course options, low annual subscription plans may enhance accessibility to a large number of students.

- Offline access to learning materials increases the use of educational mobile apps by students.

Conclusion

Learning through Mobile has become a significant component of present education in all education institutions where digital technologies are widely used to support teaching and learning processes. Academic resources and flexible learning opportunities are accessed conveniently by students because of educational mobile applications. The results of this study highlights that students express positive attitudes toward educational mobile applications particularly, factors such as saves time, ease of use and visual presentations make learning interesting. Overall, the findings indicate the significance of designing effective and user-friendly mobile apps that support engaging learning experiences. Continuous development in mobile learning technologies and institutional support can improve students' satisfaction and contribute to better academic outcomes.

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