



## A study on factors influencing the adoption of massive open online courses (MOOCs) among arts college students with special reference to Coimbatore City

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### Abstract

In the present education system, the importance of Massive Open Online Courses (MOOCs) is of high significance in enriching the academic curriculum of the students. The present research aims to identify the factors which influence the adoption of MOOCs among the students of arts college in Coimbatore city. The present research was conducted by analyzing the influence of various factors like awareness, perceived usefulness, ease of use, motivation, technological accessibility, and quality of courses on the primary data was collected by choosing 120 students the population of the research and using a structured questionnaire as an instrument of data collection. The data collected were analyzed using Percentage Analysis, Likert Scale Analysis, Chi-Square Test. The findings of the present research revealed that most of the students are aware of MOOCs and have used these courses for academic support and knowledge enhancement. However, the use of MOOCs is mostly on an occasion basis. There are some challenges that are associated with the use of MOOCs, such as technical problems, a lack of motivation, and difficulties of enrollment. Institutions can improve the use of MOOCs by creating awareness and provide better technological support, which would improve the learning experience of the students.

**Keywords:** massive open online courses (MOOCs), student awareness, online learning adoption, perceived usefulness, ease of use, digital learning platforms

### Introduction

The field of education has witnessed a major shift with the rapid advancements being made in the field of technology. The conventional methods of imparting education are being replaced by modern technologies, making education more accessible and convenient. The most significant aspect of the digital revolution is the introduction of Massive Open Online Courses, abbreviated as MOOCs. These online courses enable learners to access quality education from anywhere across the globe without time and geographical constraints. MOOCs have become extremely popular among students, particularly in higher education, as it offers opportunities for self-learning, skill development. These online courses offer a broad spectrum of subjects enabling learners to acquire knowledge on subjects beyond their academic curriculum. These online courses have been designed with features like video lectures, assignments, quizzes, and certifications, making them an interactive and convenient form of learning. Despite their significant importance, the acceptance of MOOCs by students is not uniform, and various factors are influencing their acceptance, including awareness, ease of use, motivation, accessibility and usefulness.

### Statement of the Problem

Massive Open Online Courses (MOOCs) provide flexible and affordable learning opportunities in the field of education. However, the level of adoption and course completion remains inconsistent despite the increasing availability of online courses. Many MOOCs are not effectively utilized due to factors such as low awareness, lack of motivation, technical difficulties, limited interaction, and uncertainty about the value of certifications. These challenges reduce the overall effectiveness of MOOCs in academic context.

Therefore, it is necessary to identify and analyze the key factors influencing the adoption of Massive Open Online Courses (MOOCs). Understanding these factors will help to improve participation and enhance the effective use of MOOCs.

### Scope of the Study

The study is focused on identifying the factors that affect the adoption of Massive Open Online Courses the level of awareness and knowledge of the courses is also analyzed the usefulness and ease of use of the online courses are also analyzed the impact quality of content and structure of the courses is also analyzed the impact of the availability of the internet and the reliability of the platform is also analyzed the role of motivation in the adoption of the courses is also analyzed the role of motivation in the adoption of the courses is also analyzed the convenience of the courses is also analyzed the analysis is limited to the aspect of adoption is not extended to the aspect of performance.

### Objectives of the Study

- To examine the level of awareness and usage of Massive Open Online Courses (MOOCs) among arts college learners.
- To identify the major factors influencing the adoption of Massive Open Online Courses.
- To analyze the influence of perceived usefulness perceived ease of use and language and cultural factors on the adoption of MOOCs and to study the level of satisfaction and Acceptance to continue using Massive Open Online Courses for future learning.

### Research Methodology

**Research Design:** Descriptive Research Design was adopted.

**Source of Data:** Primary Data were collected through structured questionnaire from arts college students. Secondary data were collected from journals, books, and websites.

**Sample Size:** 120 Respondents.

**Sample Technique:** Convenience Sampling

**Tools for Analysis**

- Percentage Analysis
- Likert Scale Analysis
- Chi-Square Test

**Review of Literature**

**Jarial, Agarwal, And Singha (2025)** <sup>[1]</sup>: Examined the effectiveness of Massive Open Online Courses (MOOCs) in technical education in India. The study found that well-structured course design, clear objectives, and practical examples improve students' understanding and learning outcomes.

**Prema, Senthil, and Ravindran (2024)** <sup>[2]</sup>: Studied the influence of MOOCs on the learning process of business school students. The study found that MOOCs provide flexible learning, improve skills, and enhance students' knowledge, satisfaction and motivation for continuous learning.

**Prabhu, Payini and Mallya (2022)** <sup>[3]</sup>: Examined the adoption of MOOCs among hospitality students in India. The study found that perceived usefulness, ease of use, institutional support and internet confidence significantly influence students' adoption of MOOCs.

**Vaidehi and Girija (2017)** <sup>[4]</sup>: Studied the factors influencing the adoption and continuation of MOOCs in India. The study found that usefulness, ease of use, motivation and compatibility encourage adoption while lack

of digital skills and course complexity reduce continued usage.

**Profile of the Study**

The study discusses the importance of Massive Open Online Courses in modern education systems. The discussion focuses on the advantage of MOOCs, their use among students of arts college, and the challenges associated with their use. The importance of awareness and institutional support in the use of MOOCs is also discussed. The advantages of MOOCs include their ability to provide flexible and supportive learning opportunities. They also contribute to the improvement of student's skills and knowledge. The use of MOOCs is essential in enhancing student learning and preparing them for future career opportunities.

**Data Analysis and Interpretation**

**1. Percentage analysis**

**Table 1:** Table showing the gender of the respondents

Gender	No of Respondents	Percentage%
Male	51	43
Female	69	57
Total	120	100

**Interpretation:** The majority of the respondents are female (57%) compared to male respondents (43%)

**Table 2:** Table showing the level of awareness of moocs.

Level of awariness	No.of. Respondents	Percentage%
Yes	96	80
No	24	20
Total	120	100

**Interpretation:** Most of the respondents (80%) are aware of MOOCs.

**2. Likert scale analysis**

**Table 3:** Table showing the likert scale analysis of the usefulness of moocs

Descriptive Statistics					
Statements	N	Minimum	Maximum	Mean	Std. Deviation
[MOOCs makes learning topics clear and easier.]	120	1	5	3.88	1.050
[MOOCs helps in reviewing and strengthening understanding of difficult topics.]	120	1	5	3.50	.926
[MOOCs provide the useful learning resource]	120	1	5	3.63	.829
[MOOC helps in building skills useful for future employment.]	120	1	5	3.28	1.061
[MOOCs provide flexibility at an individual pace.]	120	1	5	3.39	1.110
[MOOC are helpful in keeping updated with recent knowledge in the field of study.]	120	1	5	3.22	.997
[MOOCs are useful for preparing assignments and academic activities.]	120	1	5	3.54	1.129
Valid N (listwise)	120				

**Interpretation:** The table generally shows that respondents feel that MOOCs are useful and helpful for their studies, they make learning easier and help students understand difficult topics better. Overall, MOOCs are seen as a good support for academic learning.

**3. Chi- Sqaure Test**

**Table 4:** Table showing the chi-square test of the gender and awareness of moocs

Chi-Square	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.009 <sup>a</sup>	1	.926
Likelihood Ratio	.009	1	.926
N of Valid Cases	120		

**Interpretation:** The Chi-square test shows that there is no significance relationship between gender and awareness of MOOCs as the p-value is greater than 0.05. It means both male and female students have a similar level of awareness.

**Findings**

- The majority of the respondents are female (57%) compared to male respondents (43%).
- Most of the respondents (80%) are aware of MOOCs, indicating a high level of awareness among students.
- The respondents generally find MOOCs useful for learning, especially in making topics easier to understand and supporting their studies.
- There is no significance relationship between the gender and the awareness of MOOCs to the respondents.

### **Suggestions**

- Colleges should conduct awareness program about MOOCs.
- Platform should provide localized content and multilingual subtitles.
- Students should be encouraged and guided by faculty to choose suitable MOOCs.

### **Conclusion**

Massive Open Online Courses are considered an important tool for providing education, which helps students increase their knowledge, and skills. Such platforms allow students to increase their knowledge, skills, and academic success. For students studying at arts college, MOOCs are considered an important tool for providing education, allowing them to increase their knowledge and skills beyond the classroom environment. Research has shown that students are more inclined towards using MOOCs when they have awareness, perceive MOOCs as useful, and easy to use, and have access to technology. The research further showed that MOOCs are effective tools for improving learning outcomes, self- directed learning skills, and career preparation among students. Although MOOCs have some limitations, including students' lack of motivation, lack of interaction between students, and technical problems, students appreciate online education. Therefore, MOOCs are considered effective tools for providing education, which could be useful for students' learning and development within contemporary education system.

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