**Venisha Jenifer Dmello, Ambigai Rajendran**

Department of Commerce, Mahe, Manipal, India

*Adoption of Unified Theory of Acceptance and Use of Technology (UTAUT) in Analyzing the Emergence of E-learning at Higher Education Institutions – A Study on Learners’ Perspective*

Abstract

Integration of information and communication technology into the education sector has emerged as the eminent medium for learning. Massive benefits and rapid advancement of the technology have promoted growth of online courses. However, the literature has shown evidence of lower acceptance, lower completion and higher attrition rates in the online courses. Therefore, evaluation of online courses is vital for successful implementation, adoption and retention of the learner.

The current study aims at examining the role of government policy in implementing and promoting online courses and evaluating the significant factors that enhance adoption and retention levels of the e-learners. A preliminary study was conducted for a sample of 102 learners. The descriptive analysis of the data shows that YouTube was the platform commonly used by the students. KOLB learning style was used to assess the type of the learning style, and the majority of the respondents emerged as divergent learners. Addressing the proposed research objectives contributes by giving constructive feedback to policy framers and various higher education institutions which are on the verge of implementing the e-learning platforms. Understanding the learner’s perspective aids in overcoming the challenges faced in retaining learners in the e-learning platforms and assists the e-learning marketers to float courses according to the learner’s requirement and thus maximize the retention levels among the learners.

*Keywords*:

success factors, E-learning, learner retention, higher education