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## A Study on the Effectiveness of Online Video-Based Learning as a Method for Employee Training and Skill Development

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### Abstract

In the modern digital era, there is a rapid increase in adopting online platforms to learn and developing the skills of employees. The research is based on quantitative data through online with 100 responses. This study looks how people looks at new features of e-learning. Companies are constantly searching for innovative and effective ways to train their employees. Online video courses training are indeed efficient for training employees, when it comes to improve knowledge, communication, flexible, accessible, affordable for employees and employers. The study looks at how participants perceive e-learning as compared to traditional, face-to-face training, and discusses some of the challenges faced, such as technical problems, lack of interactivity, and motivational issues. It also looks at how the features of e-learning.

**Keywords:** Online video Training, Interactivity, Employee training, E-learning, Motivation.

### Introduction

Nowadays E-learning becomes a rapid adopting approach in training due to cost efficiency, flexibility, scalability in organization. E-learning can serve diverse learning styles with the help of multimedia content, Interactivity, self-paced opportunities. It has been preferred to boost the interactive sessions, tailored learning experiences, multimedia content. The more organizations use e-learning for flexibility and scalability and it also engages employees knowledge, develop the skills effectively as the way of traditional training. Online training will reduces the cost which is associated with in-person sessions, like travel, printed materials and venue rentals. Through online video training employees can access video lessons anytime, anywhere and on any device. By combining visual and auditory information it will improve the knowledge through video based learning. This research aims to analyze whether video courses are efficient to Training of employees. Through surveys created with Google Forms and an examination of various findings, this study will evaluate whether online learning effectively contributes to skill enhancement, career development, and productivity within organizations.

### Statement of Problem

Online video based training platforms with the rapid rise of digital technology, some companies/organization was shifted to online video based training form traditional face to face

training, However, improving employees performance is still remains questionable. Some organizations find difficulty to evaluate the actual learning outcomes and changes among employees behavioral. There may be some hindrances such as technical barriers, poor course designs.

The problem is whether the online video based training truly enhances the knowledge, performance, skills which is compared to traditional methods of training Top of Form Bottom of Form

### Review of Literature

**Michael Allen's Guide to e-Learning:** Building Interactive, Fun, and Effective Learning Programs for Any Company - Second Edition presents best practices for building interactive, fun, and effective online learning programs. This engaging read offers insight regarding what makes great e-learning, particularly from the perspectives of motivation and interactivity, and features history lessons that assist you in avoiding common pitfalls and guide you in the direction of e-learning success. This updated edition also considers changes in technology and tools that facilitate the implementation of the strategies, guidelines, and techniques it presents.

### Objectives

- To analyze the efficiency online video courses training of employees.
- To identify employees satisfaction and learning outcomes

from online based training.

- iii). To compare online video courses with traditional training methods.
- iv). To identify challenges faced by employees during online video based training.

### Hypothesis

**H1:** Online courses training significantly improve the knowledge of employees compared to traditional methods.

**H2:** Online video courses leads to greater employment satisfaction and engagement.

### Significance of the Study

By Studying the Significant relevance in understanding the efficiency of employees through online video based training in enhancing employees. By offering empirical proof of the efficacy of online video-based training, the study's conclusions will contribute to the advancement of e-learning and human resource development. It will enable HR professionals to make data-driven decisions regarding employee development programs, assist organizations in creating flexible and cost-effective training strategies, and give staff members access to self-paced, accessible learning opportunities. Additionally, this study will be a priceless tool

for scholars and researchers in the future who are looking into technology-driven workforce training strategies.

### Limitation of the Study

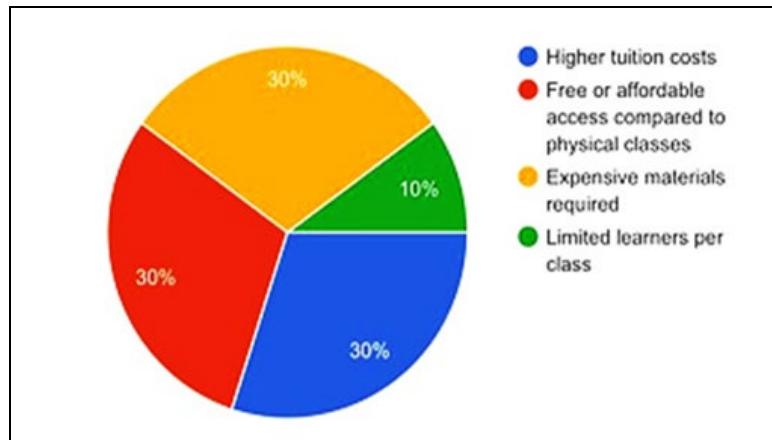
Investigating the relationship between online video courses training and Traditional training methods had several challenges. Even though this study engages with both doctrinal and non-doctrinal methods, the data collected through non-doctrinal methods like surveys are pure forms of opinion given by the respondents. Since there was a very short time Period to complete this study, the main disadvantage is that the survey could not be conducted on the undocumented population. But the opinion of the respondent were seriously considered and helpful for the study.

### Methodology

This research is the combination of both explorative and explanatory research. To collect data both doctrinal and non-doctrinal research methods are used, as such Both qualitative and quantitative data are used. Non probability sampling is conducted for collecting data from the Respondents. 100 respondents are participated in this research through this Questionnaire method. It was conducted in online by sending google form link to the Respondents.

### Non-doctrinal Research

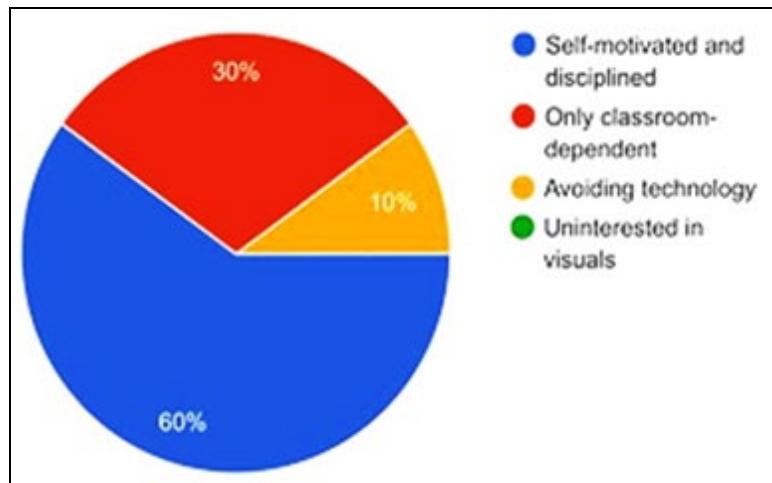
- i). What is common challenge in online video training?



### Interpretation:

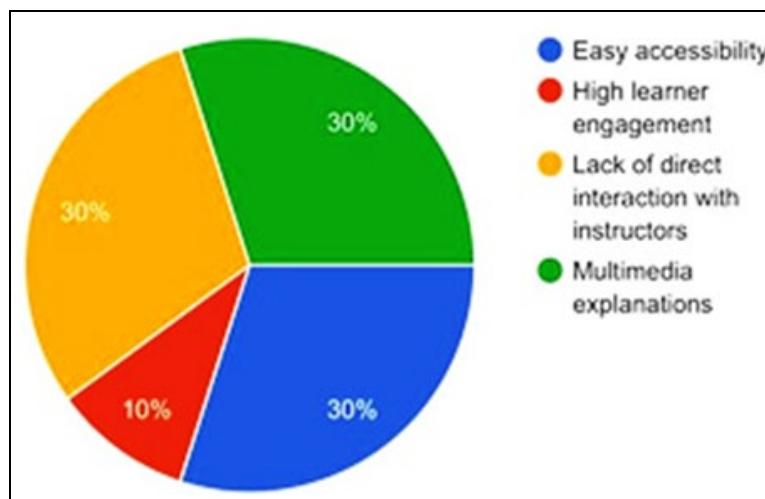
30% say Lack of direct interaction with instructors is a common challenge. Equal 30% votes went to Easy accessibility and Multimedia explanations.

- ii). Online video courses are most effective for learners who are:

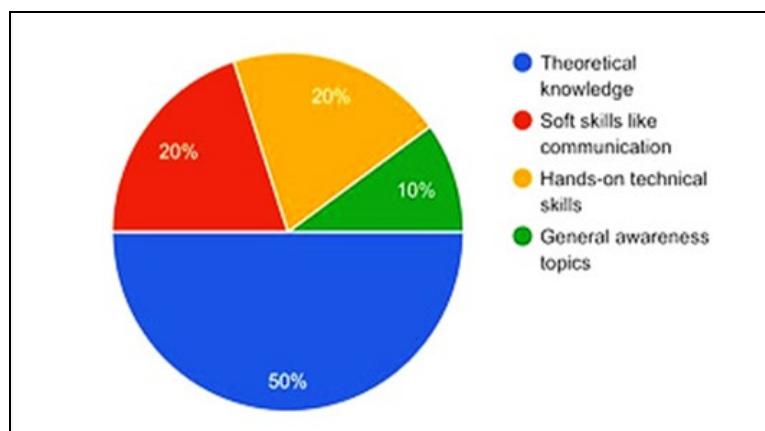


**Interpretation:**

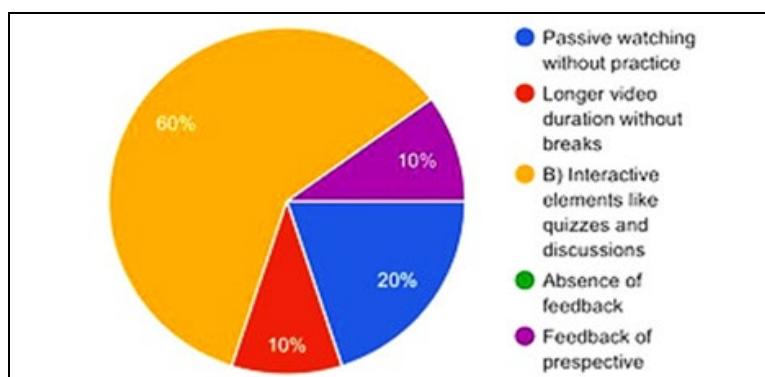
Online video courses are most effective for learners who are self-motivated and disciplined (60%) or only classroom-dependent (30%). Other categories like avoiding technology (10%) got minimal responses.

**iii). What is a cost-related benefit of online video courses?****Interpretation:**

The pie chart shows cost-related benefits of online video courses. 30% say it's free/affordable vs physical classes, while others mention higher costs, expensive materials, or limited learners.

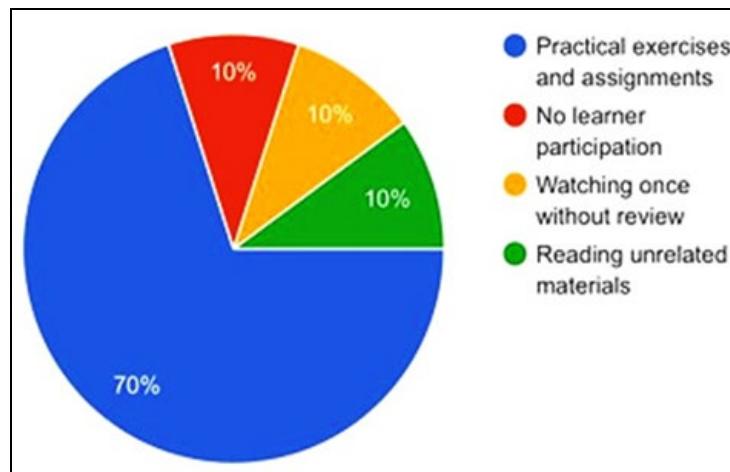
**iv). Which type of Skill is harder to train through video -only courses?.****Interpretation:**

50% say theoretical knowledge is harder to train via video-only courses. Other skills like soft skills, hands-on technical, and general awareness got 20%, 20%, 10% responses.

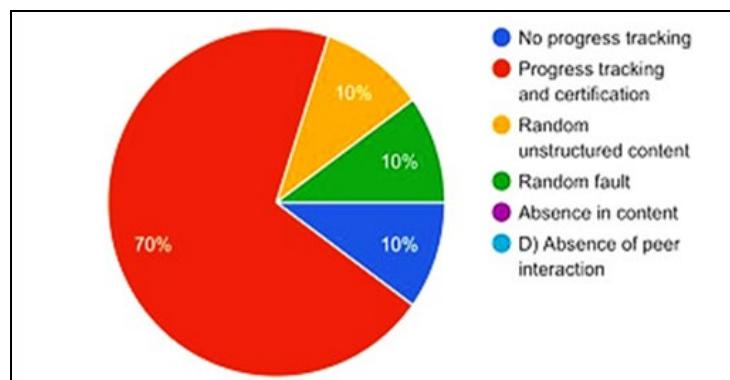
**v). Which factors improves the efficiency of online video courses?**

**Interpretation**

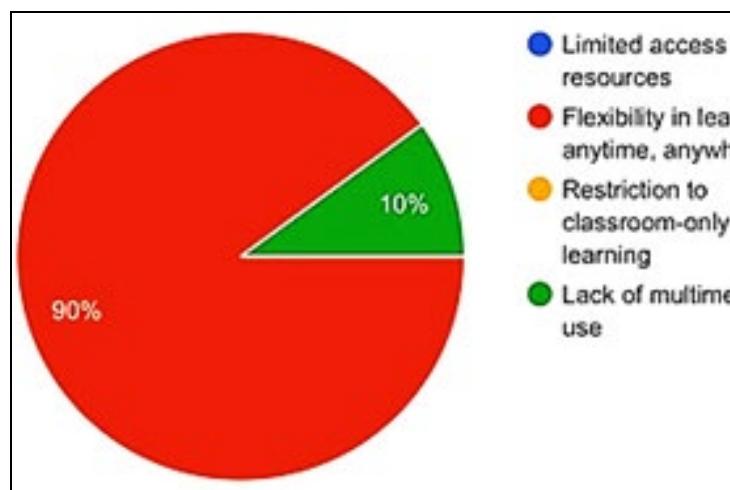
Interactive elements like quizzes and discussions improve online video course efficiency according to 60% of respondents. Other factors like passive watching, longer videos, absence of feedback, and feedback of perspective got lesser votes.

**vi). Online video courses are more efficient when combined with it?****Interpretation:**

Online video courses are most efficient when combined with practical exercises and assignments (70%). Other options like no learner participation, watching once without review, and reading unrelated materials each got 10%.

**vii). Which platforms feature increases training efficiency?****Interpretation**

According to the responses, 70% of participants identified “Progress tracking and certification” as the key feature that increases training efficiency. The remaining 30% of responses were distributed equally among other options such as no progress tracking, random unstructured content, and absence of peer interaction, each receiving 10%

**viii). What is a major advantage of online video courses?**

**Interpretation:**

90% of the participants stated that the major advantage of online video courses is flexibility in learning anytime, anywhere. Only 10% mentioned lack of multimedia use as an option.

**Testing of Hypothesis:**

**H1:** Online courses training significantly improve the knowledge of employees compared to traditional methods.

**H2:** Online video courses leads to greater employment satisfaction and engagement.

The data collected in non-doctrinal results in favoured of the hypothesis given above so the hypothesis is null hypothesis there is no change in the statement assumed.

**Key Findings**

The majority of workers demonstrated a notable increase in their level of knowledge following the completion of online video courses. The flexibility, convenience, and captivating visual content of online learning were the primary reasons why 80–85% of employees expressed satisfaction with it. As opposed to classroom training, employees valued the flexibility to review lessons, learn at their own pace, and save time. Technical issues, a lack of face-to-face interaction, and trouble putting the practical skills they had learned from the videos into practice were issues that some participants encountered. It was discovered that the best videos for improved comprehension and retention were brief, interactive, and job-specific.

**Results and Discussion**

Online video courses are effective and advantageous for employee training, especially for fostering theoretical and conceptual knowledge, according to the study. They are less useful for developing practical skills, though, because they lack direct communication and practical experience. It was determined that the most effective strategy for achieving balanced learning outcomes was a blended learning approach that combined live sessions or workshops with online courses.

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