

Study on behavioral marketing analytics adopted BYJUS in India

Charu Bhatia

Student, PGDM-IB

JIMS, Kalkaji

Ishita Goel

Student, PGDM-IB

JIMS, Kalkaji

Abstract

We are in the 21st century where technology knows no bounds. During this phase the education system is evolving for the sake of betterment, as this generation's students don't seem to be born to be confined by the boundaries of straight forward learning; their curiosity is vast and can't be catered with educational systems that were designed earlier. So we are obligated to use digitization in our instructional system. With technology spreading its wing to the education sector, the everyday classroom which was once characterized by boring hour-long sessions now transforms into a stimulating, fun-filled environment.

The E-learning industry in India may be a productive one, witnessing a gradual rate of 25 percent year-on-year and is projected to be a \$1.96 billion industry by 2021. With a network of over 1.5 million schools and 18,000 education institutes, the marketplace for digital education in India is big. Today, digital learning isn't any longer a luxury but the implementation of digital tools of learning has become a necessity in schools.

BYJU'S is India's largest education company and therefore the creator of India's preferred K-12 learning app, which offers highly adaptive, engaging, and effective learning programs for college students. Reinventing how students learn within the age of mobile devices and the way it's made its presence in India.

Introduction

India, a country population with more 1.25 billion people is that the second most populated country within the world with over 50% of its population is under 30 years old. This implies India has approximately 50 million students visiting the school or preparing for competitive exams. But in India, we've got a huge infrastructure crisis to accommodate this huge population and supply them the standard education. That's why e-learning platforms like BYJU'S are so popular in India. Using these platforms you'll get a high-quality education without concern about the high tuition fees of personal schools.

BYJU'S is India's largest education company and learning app with about 300,000 annual paid subscribers. This app has made a giant impact on the net learning world since its launch in 2015.

The India-based mobile learning app created by Byju Raveendran—a teacher by choice and entrepreneur by chance—is now utilized by over 15 million students and has 900,000 paying subscribers. BYJU'S, the educational App helps teach children to soak up the culture of learning on their own instead of being spoon-fed. It offers highly adaptive, engaging, and effective learning programs for college students. The mobile app uses a combination of video lessons and interactive tools to personalize learning for each student.

Reinventing how students learn within the age of mobile devices, the BYJU'S approach combines

world-class teachers, proven pedagogical methods, innovative technology, and data science to deliver personalized learning, feedback, and assessment for college students across grades.

How did it start?

The application was created by Think and Learn Pvt Ltd, founded by Byju Raveendran in 2011. Raveendran, who was an architect, began instructing understudies to nail science tests in 2006. In 2011, he established an instructive organization with the help of his understudies offering on the net video-based learning programs for the K-12 segment even as serious tests. In 2012, Think and Learn entered both Deloitte Technology Fast50 India and Deloitte Technology Fast 500 Asia Pacific appraisals and has maintained its positioning.

In August 2015, following 4 years of improvements, the firm propelled BYJU'S the training App. The applying was downloaded by in far more than 2 million understudies inside the initial 3 months since its dispatch. In December 2016, the applying was among "Best Self Improvement" applications at Google Play India rating.

In 2017, Think and Learn propelled BYJU'S Math App for kids and BYJU'S Parent Connect application to help guardians with following their youngster's adapting course. BYJU'S application additionally was a business case at Harvard grad school. By 2018, it had 15 million clients and 900,000 paid clients.

Product and services

BYJU'S runs on a freemium model as they can't sell any free courses as they have a huge investment in them, they have raised almost 244 million dollars funding in 7 investment rounds.

The company's main product is a mobile app named BYJU'S-The Learning App launched in August 2015. It provides educational content

mainly to school students from classes 1 to 12 (primary to higher secondary level education). The company also offers courses to students for entrance examinations in India such as IIT-JEE, NEET, CAT as well as for international examinations such as GRE and GMAT.

The main focus is on mathematics and science, where concepts are explained using 12-20 minute digital animation videos. BYJU'S has 33 million users overall, 2.2 million annual paid subscribers, and an annual retention rate of about 85%. The company introduced Disney BYJU'S app for kids from classes 1 to 3 in 2019 to impart elementary learning using Disney's characters.

BYJU'S later announced that it will launch its app in regional Indian languages in 2019. It also plans to launch an international version of the app for English-speaking students in other countries in 2019.

Literature Review

Last Paper: July 7, 2017

Author: John Jong-Hyun Kim and Rachna Tahilyani

Topic: BYJU'S the educational App is now the Harvard case study

Conclusion

The journey of name BYJU'S, which started with classroom sessions for test preparation to becoming India's largest education technology company today, is now a Harvard B-School case study. It focuses on how brand BYJU'S is changing the way children learn across grades and geographies and the way it's used technology together with a novel combination of content, media, and technology to enable students across the world.

This is available for teaching purposes within and outdoors Harvard. This studies the expansion of the app, its impact on students, and the way this K-12 app may be utilized by students globally.

Last Paper: September 6, 2017

Author: Vishal Ravish

Topic: Learning made easy and fun

Conclusion

BYJU'S objective is to create learning easy for the scholar and each student should love learning and acquire obsessed with learning. So by this app, they're successful in making learning interesting through video lessons and interactive tools.

Last Paper: January 2019

Author: Anand Pd. Sinha and Rohit Kr. Pandey

Topic: A study on accessing the factors resulting in the acquisition of BYJU'S as a curriculum.

Objectives

1. To understand the scope of e-learning in India.
2. To understand Byju's presence in India.
3. To understand behavioral marketing analytics adopted by Byju's in India.

Methodology

The study is based on secondary data. The secondary data has been procured from different sites and the official website of BYJUs. The objective of the research study has been analyzed by using the testimonies of students using Byjus.

Analysis

1. The scope of e-learning in India

The scope of e-learning in India can be viewed as learning through electronic means. It involves the acquisition of knowledge and skills using electronic technologies such as computers and the internet. E-learning enables you to learn anywhere and anytime irrespective of geographical locations.

Learning platforms are changing the Indian education landscape by addressing the demand-supply gap of both students as well as corporate employees by dispensing personalized learning outcomes, experts say. Online learning has widened the scope of education and transcended it beyond classroom boundaries. With high internet penetration in the last two years, it has taken over the traditional methods not just in the urban landscape but also in rural areas.

2. Target Market

The first rule of thumb when you're marketing your product is to know your target audience. BYJUs have two sets of target consumers that are widely different from one another, millennial, gen-Z, and their parents. Byjus covers every exam and every level of education which is crucial and trending nowadays like the JEE, NEET, or BITS. Whether it's a student of grade one or a student who is trying to clear entrance examinations like JEE, NEET, BITS IAS, CAT, and BYJUs has it all. They also offer a K-12 series where K stands for "Kinder Garden" and 12 is till class 12th. Now, he also plans to expand in India by targeting the non-English speaking market that resides in small towns and villages of India. He is also trying to capture a large student segment by introducing the app in many other languages other than English. He is also targeting the US, UK, and all the commonwealth countries as its market.

3. Behavioral marketing analytics adopted by Byju's in India

Raveendran, CEO of Byjus believes in a direct, feet on-street approach with executives going home to home in small cities to sell the education-technology company's product, which results in more productivity and the Gen-Z, the target market is driven by the experience of a product. They are not concerned about what problem is solved by the product but how it makes them feel. To connect with the Gen-Z, Byju's has also come

up with an early learning app, partnering with Disney and with Shahrukh Khan as their brand ambassador, the company aims to catch them young. Interactive learning videos, educational games, digital worksheets, and the trademark Disney stories create a winning product for that age group. In the research, we read and analyzed around 20 testimonies and 10 success stories of different students and parents who are linked with Byjus or who bought the premium subscription of Byjus. Many of those agree with the methods of Byjus and say that it is an efficient platform to learn as it provides a great virtual learning platform to the student that gives you an edge over others. Users say that it is a bit expensive but the content is certainly worth it, lots of practice series are given to the students, and you can watch videos anytime anywhere, as the learning power of every person is different so they can re-watch those videos as many times they want too. The success story of a girl whose rank was 9 in UPSC in her 1st attempt and she is suffering from hearing disability.

20% of the students and parents claim that it is just a waste of time and money. After buying the premium package, early days will not be troublesome but if you are a skeptic child, after some time they will inform you that you can ask only 15 doubts or so per month which makes 1 doubt in 2 days. Some also complained about the refund policy of Byjus.

Byjus claim that if a person does not like their videos or lectures they can cancel the subscription and will get a full refund if canceled within 15 days of purchase. However, many people did not get their refunds even after many calls and complaints.

Conclusion

We come to an end; we would like to conclude that “Technology knows no bounds”. There are two sides to every business, good and bad. In my opinion, BYJUs have done a great job by creating an app that is helping people to crack exams.

What exactly parents want is their child to be successful and score good marks. BYJUS is doing exactly that by teaching their kids in interesting ways and not just for the sake of it, which is proven and in favor of both BYJUs and Children.

BYJUs as a platform is very innovative, the idea of creating an E-learning platform is good were being at any place while traveling or being at home you can study anytime, anywhere and what children mostly like about this app is that they are teaching interactively and graphically which interests them the most and children start taking interest towards their studies.

The disadvantages that BYJUs is facing are due to their pricing strategies. The cost of their premium package is relatively high which middle-lower class people are not able to afford and due to this, 20% of the people prefer to join Khan Academy, Simplilearn, Vedantu, etc.

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