

STUDY ON THE MARKETING STRATEGIES OF BYJU'S APP

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ABSTRACT

Over the last fifteen years, technological advancements have brought about significant improvements to the present educational system. "Self-learning," which makes use of internet platforms, has supplanted the earlier method of learning by repetition. Through its more than three million annual memberships, Byju's-The Learning App (Byju's) has become the most popular educational app in India. The educational application makes use of a variety of information, media, and technology in order to foster a more participatory and engaging learning experience for the students.

"Byju Ravindran," the company's founder, began this endeavour in the year 2011, and throughout its early days, the company's primary emphasis was on providing online video-based learning packages for the K-12 market as well as for competitive examinations. During the month of August in 2015, the company introduced Byju's: The Learning App. Both the Byju's Math App for children and the Byju's Parent Connect app were released in the year 2017. The number of users has reached 15 million by the year 2018, with 900,000 of those users being paying subscribers at that time. In the same year, Byju's became India's first edtech unicorn. Now, in the month of September in the year 2023, they are operating it with a net turnover of 5.1 billion dollars, and they have 150 million students enrolled with them.

Keywords: *Byju's, Marketing strategies, EdTech, Learning app, Educational technology, User engagement*

INTRODUCTION

The techniques of learning have undergone significant transformations over the course of the years. Gone are the days when we would be able to remember the whole night and then write it down on the test paper the following day. The students are in charge of their own education, and learning is centred on them. Students are encouraged to engage in critical thinking by their teachers. They act as a guide for their pupils while they search for answers to an issue. Learning in the current day is driven mostly by technological advancements. In the classroom, educators make use of contemporary resources such as interactive whiteboards, projectors, audio-visual aids, and websites that are accessible online. The resources necessary for education and instruction may be accessed with only the touch of a button. Due to the fact that it is the biggest network, the internet has emerged as a significant instrument for the teaching and learning process. Information that is required by the user may be obtained from a variety of websites, blogs, online forums, online libraries, and multimedia resources. Students from all around the globe are using these contemporary technologies for the purpose of acquiring knowledge. The usage of multimedia

courseware, which helps to foster emotional learning that is more engaging and learner-centered, may be used by both teachers and students alike. The students are able to identify real-world events that are relevant to their course of study and make use of individual learning methods that are tailored to their own requirements. Byju's is an education tutoring app that operates on a freemium basis, with free access to material restricted for a period of fifteen days following registration. All of this is accomplished by those applications that are designed for virtual learning. It was first introduced in August of 2015, and it provides instructional material for kids in grades four through twelve. In 2019, an early learning programme was introduced for children in grades one through three. In addition to this, it prepares students for tests in India, such as the IIT-JEE, NEET, CAT, and IAS, as well as examinations from other countries, such as the GRE and GMAT. Students are able to study at their own speed via the use of digital animation movies that range from 12 to 20 minutes in length and teach students' academic topics and ideas. According to Byju's, the company has a total of 40 million users and three million paying members on an annual basis.

REVIEW OF LITERATURE

According to **Dr. Sangeeta Mukherjee and Sruthi.p (2020)**, this study investigates the fact that byjus is the most popular educational app, with more than three hundred thousand yearly memberships. A subset of Delhi's high school and upper secondary school pupils is the target audience for their investigation. They make use of contemporary methods such as web-based learning, virtual graphics, and video-based instruction, and they have also mentioned that the majority of the students have found it to be interactive and effective. However, the only disadvantage that they have explained is that the price of the subscription is so high that it is out of reach for the average person to afford. If it had been more cost-effective, it would have been able to reach a lot more people.

Sasikanta Tripathy and Suman Devarapalli (2020) discuss how byjus has brought about new and emerging trends in the field of education. In particular, e-learning has been made easier through the use of visualised, animated video, and audio classes for students in grades 4th through 12th, particularly for subjects related to mathematics and science. In addition, they have informed us that byjus is expanding their programmes to include CAT, JEE, NEET, and IAS. The comparison of other competing brands was the primary emphasis of their research, and they also conducted a SWOT analysis. The findings of their study were entirely based on secondary and behavioural data, which was gathered from various sources such as websites, rating agencies, and newspapers. In addition, they may have created a questionnaire for the students in order to get an understanding of the method of instruction in byjus.

The purpose of this study is to investigate the educational pattern of Byju's app, compare it to the business models of other e-learning apps, and investigate the factors that led to Byju's app becoming the most successful online education provider in the world. **Sigma Sathyan and Krishna Prasad Karani conducted this research in 2021.** They discussed how Byju's app assisted children in continuing their education during the Covid 19 outbreak. Additionally, they discussed how it has taken several steps to overcome the education crisis in India. Furthermore, they discussed how Byju's app provided students with free access to its educational content until the end of April 2021. In the midst of the Covid 19 crisis, it was of great assistance to students to complete their study. In addition, they carried out a survey, and finally, after doing a SWOT analysis to evaluate the issues, they offered Byju's app a few recommendations to improve their educational pattern.

This study, written by **Smrithy CS (2021) and Dr. Arun Balakrishnan**, investigates the consumer behaviour and satisfaction levels in connection to byjus. Additionally, the authors attempt to get an understanding of how customers feel about the learning technology approaches that they use. In addition to this, they discussed the dynamic interaction that exists between the students and the lecturers in regards to how well the students could comprehend the ideas.

According to **Thomason Rajan (2022)**, this article investigates how BYJU's become one of the most valuable educational technology firms in the world. The company was founded from the ground up in India. The critical aspects of the journey were discussed in this case study. These aspects included the role of the student team that was responsible for building the business, the process of product development, the difficulties encountered in sales, the marketing efforts, and the key acquisitions that helped drive the business forward. Additionally, they have indicated that there is a progressive trend away from coaching for competitive examinations and toward the creation of content for school-aged children. Some of the things that set these movies apart from others were the

incorporation of animation into them, as well as the incorporation of characters that were licenced from media businesses for the younger demographic.

In the study conducted by **Dr. Mitali Sharad Gupta (2022) and Mr. Pratik Warkhedkar (2022)**, the researchers investigated whether or not the COVID-19 pandemic has led to an increase in the use of online learning tools and platforms. Schools and universities are able to retain learning continuity via the use of digital technologies due to the fact that in-person classroom experiences are now on freeze. Microsoft Teams and Google Meet are two examples of systems that are now being used by educational institutions for the purpose of conducting lessons. A rising number of students are enrolling in programmes using the online learning platform BYJU'S. They have stated how the site has become more popular. The vast majority of parents are under the impression that they do not have sufficient time to teach their children on their own. This tendency will only continue to continue to climb as the number of people using smartphones and tablets continues to rise. The authors of this research did not only investigate the good and bad aspects of edtech startups, but they also recognised the influence that a variety of edtech startup firms have had on the educational system. They have ultimately said that in this current day, EdTech has taken over to revolutionise the conventional classroom setting by using innovative ways to learning and teaching. This is something that they have mentioned. Because of this, EdTech entrepreneurs are actively directing the direction that education will take in the future.

K. T. Veeramanju and Panchajanyeswari (2022), The purpose of this research is to investigate the ways in which technological advancements have altered the educational system in recent years. The usage of the internet has made it possible for students to study at their own speed, which has completely revolutionised the conventional learning techniques. As well as how Byju's is Providing a parallel education platform for students of all ages, taking into account all of their requirements and requirements is the goal. The purpose of this study was to illustrate how Byju's helps to enhance and facilitate the teaching-learning process within of the student community, which includes students of all ages. Additionally, they have discussed the achievements and provided an insight about the retention of customers as well as the ways in which they may enhance the brand name in the relevant market.

This article by **Heli Vyas (2020)** investigates how e-Learning may be carried out and supported via the utilisation of a wide range of electronic media. Additionally, it is the perfect supplement to a conventional educational system. In addition, some of their goals include analysing and comprehending the marketing activities and campaigns of Byju's the learning App and Byju's the early learners app, as well as determining the preferences and behaviours of consumers in Ahmedabad with regard to the educational technology applications offered by Byju. In the end, they want the learning to be enjoyable while still serving the appropriate goal.

David P. Ausubel (1937), the author of the study, investigates the age gap, which is characterised by the fact that a learner who is 15 years old makes himself ready for different kinds of learning tasks than a learner who is 6 or 10 years old. This is due to the fact that there is a difference in the intellectual ability of the two groups of learners. Therefore, the method of instruction need to be efficient in accordance with the various types of pupils, segregation, and the features of the instructor have to include cognitive talents, understanding of the subject matter, pedagogical competence, per sonahty, and conduct. Also, the most essential thing to remember is that the development of interpersonal and interaction abilities is a very crucial factor.

Renu Yadav (2015), Education is a confluence in which it can be socially, economically, politically, culturally, and technologically. Knowledge is the information that is to be given for students in order to make them understand the concepts and knowledge according to the trend. However, it can be done through technology such as web conferencing, community radios, portals, and other similar technologies. What is the purpose of education? First and foremost, in order to adjust to this, instructors need to have the best possible training so that they can easily convey the information to the students. All of this may be proposed and carried out in order to achieve positive outcomes and to supply knowledge that is qualified.

Migren Zaho (2016), It is shown that there are test inders that encourage greater teaching of college admission examinations, which is a result of the high stakes that education has had over the previous century. Whenever it comes to the circulation of its reform century, which can be the education is important because it is to be adapted according to technologies and trends, there should be a structural form and reform of ideas, new innovative ideas to be done to improve the standard of knowledge, and it should be kept upgraded. This has been widely explained or questioned.

OBJECTIVES

1. To Study how it came into existence and how did they grow from a ground level to the topmost educational institution
2. To Examine the quality, relevance and pedagogical approach of byjus educational content
3. To Analyze the pricing model and accessibility of byjus products especially for diverse socio - economic backgrounds
4. To Evaluate the effectiveness of byjus educational content and platform on student learning outcomes
5. To Identify the future growth prospects of byjus and finally give a conclusion onto how useful or not it is to the students

HYPOTHESES

1. In terms of the marketing strategies used by Byju's application, there was no discernible difference in opinion among the respondents based on their age distribution
2. There was no noticeable difference in opinion among the respondents depending on the gender distribution of the population.
3. The marital status of the population did not contribute to any discernible differences in the opinions expressed by the individuals who participated in the survey.
4. The population, in terms of its qualifications, did not lead to any obvious disparities in the views that were stated by the persons who took part in the survey
5. The survey participants' opinions were not significantly different based on how their income was distributed in the population as a whole.

DATA COLLECTION PROCESS

The process of gathering and measuring information in a methodical way in order to answer research questions, test hypotheses, and assess results is referred to as data collection in the field of research. Teachers, students, parents and guardians are selected by the researchers to participate in the data collection process for this study. Respondents have been given a questionnaire in order to get insight into the ways in which Byju's App affects and changes their approach to studying. Those students who make use of the application engaged in an active participation in the completion of the questionnaire. 36 of the 55 people who responded to the survey were chosen to participate in the study article. Some were left out because the data that was put in was insufficient.

This following data provides insights into the distribution of respondents across different demographic categories such as age, gender, marital status, qualification, and occupation.

Frequency Table

		Frequency	Percent
Age	Below 30	35	85.4
	30-40	5	12.2
	50 & Above	1	2.4
	Total	41	100.0
Gender	Male	7	17.1
	Female	34	82.9
	Total	41	100.0
Marital Status	Un-married	27	65.9
	Married	14	34.1

	Total	41	100.0
Qualification	Under Graduate	22	53.7
	Post Graduate	16	39.0
	Professional Qualification	1	2.4
	P. HD	2	4.9
	Total	41	100.0
Occupation	Student	24	58.5
	Parent	4	9.8
	Teacher	13	31.7
	Total	41	100.0

Age Distribution:

Eighty-five percent of those who participated in the survey are less than thirty years old. This suggests that BYJU'S has been successful in attracting a younger audience, possibly students or young professionals, to its educational platform.

Gender Distribution:

There is a greater proportion of females, according to the statistics (82.9 percent). It is possible that this demonstrates that BYJU'S has successfully promoted its software to a wide variety of users, including a significant percentage of female users..

Marital Status:

Due to the fact that 65.9 percent of respondents are single, it is possible that the BYJU'S app is more popular among those who are not married. It is possible that this is due to the fact that it is appealing to young professionals or students who are not perhaps married.

Qualification:

The majority of responders, which accounts for 53.7% of the total, have completed their college education. It may be deduced from this that BYJU'S has been effective in reaching and recruiting users at a variety of educational levels, with a considerable presence among students.

Occupation:

The majority of respondents, which accounts for 58.5 percent of the total, consider themselves to be students. This matches with the target population for educational applications such as BYJU'S, which indicates that the app is popular among children and adolescents, maybe for the purpose of providing supplemental education.

Based on the collected data, it seems that BYJU'S has been successful in marketing their educational software to a wide range of persons, with a significant presence among young people, notably students. There is a possibility that the marketing methods were effective in appealing to persons of both sexes as well as those with varying levels of educational accreditation. In order to arrive at conclusions that are more detailed and definitive on BYJU's marketing efforts, further data and research would be required going forward.

HYPOTHESIS 1

In terms of the marketing strategies used by Byju's application, there was no discernible difference in opinion among the respondents based on their age distribution.

Interpretation:

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Age	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Below 30	35	32.29	6.36	3.07	0.09	-0.66	38.00	0.52	-2.11	3.22	-8.64	4.41
30-40	5	34.40	9.40			-0.49	4.54	0.65	-2.11	4.34	-13.61	9.39

The statistics for the groups show the mean age and standard deviation for both the "Below 30" and "30-40" groups. The mean age of the groups is 32.29 and 34.40, respectively, and the standard deviation of the groups is 6.36 and 9.40, with the 30-40 group respondents having a higher standard deviation. In light of the fact that the p-value does not meet the criteria for statistical significance, Levene's test demonstrates that the assumption of equal variances is valid.

According to the findings of the t-test, there does not seem to be a statistically significant difference in the mean ages of the two groups.

HYPOTHESIS 2

There was no noticeable difference in opinion among the respondents depending on the gender distribution of the population.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Gender	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Male	7	32.8571	9.45919	3.500	0.069	0.043	39	0.966	0.12185	2.83338	-5.60921	5.85291
Female	34	32.7353	6.22949			0.033	7.109	0.975	0.12185	3.73145	-8.67425	8.91795

INTERPRETATION:

When it comes to the gender, the statistics for the group provide the mean as well as the standard deviation. The mean of the male and female group is 32.88 and 32.73, respectively, and the standard deviation of the groups is 9.46 and 6.23. The individuals who responded to the survey from the male group had a higher standard deviation than those who responded from the female group. Because the p-value does not satisfy the requirements for statistical significance, Levene's test reveals that the assumption of equal variances is correct. This is because the p-value does not fulfil the qualifications. There does not seem to be a statistically significant difference in the mean of the male and female groups, as shown by the results of the t-test, which were conducted.

HYPOTHESIS 3

The marital status of the population did not contribute to any discernible differences in the opinions expressed by the individuals who participated in the survey.

INTERPRETATION:

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Marital Status	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Un-married	27	31.74	6.59	0.25	0.62	-1.35	39.00	0.18	-2.97	2.20	-7.42	1.47
Married	14	34.71	6.83			-1.34	25.59	0.19	-2.97	2.22	-7.55	1.60

The statistics of the group reveal the mean and standard deviation for both the unmarried and married groups. The mean of the unmarried group is 31.74, while the mean of the married group is 34.71. The standard deviation of the group is 6.59, while the mean of the married group is 6.83. In light of the fact that the p-value does not meet the criteria for statistical significance, Levene's test demonstrates that the assumption of equal variances is valid.

The findings of the t-test indicate that there is not a significant difference in mean between the groups of people who are married and those who are not married.

HYPOTHESIS 4

The population, in terms of its qualifications, did not lead to any obvious disparities in the views that were stated by the persons who took part in the survey.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Qualification	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Under Graduate	22	31.05	7.28	1.89	0.18	-1.91	36.00	0.06	-4.20	2.20	-8.66	0.25
Post Graduate	16	35.25	5.76			-1.99	35.69	0.05	-4.20	2.12	-8.50	0.09

INTERPRETATION:

The cohort statistics for both the Undergraduate and Postgraduate groups include the population's mean and standard deviation. The means for the two groups are 31.05 and 35.25, respectively, while the standard deviations are 7.28 and 5.76, which seems to be quite high for the Undergraduates.

LEVINE'S test shows that the assumption of equal variances is correct because the p-value is not statistically significant.

HYPOTHESIS 4

The survey participants' opinions were not significantly different based on how their income was distributed in the population as a whole.

Group Statistics				Levene's Test for Equality of Variances				t-test for Equality of Means			95% Confidence Interval of the Difference	
Income (Per Annum)	N	Mean	Std. Deviation	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Below 1,00,000	27	31.70	6.59	0.01	0.92	-0.96	35.00	0.34	-2.30	2.38	-7.13	2.54
3,00,000 and above	10	34.00	5.94			-1.01	17.79	0.32	-2.30	2.27	-7.06	2.47

INTERPRETATION:

It shows the mean and standard deviation for both the "Below 1,00,000" and "3,00,000 and above" groups. The p-value from Levene's test is not statistically significant, which means that the assumption of equal variances is likely to be true.

A t-test shows that there isn't a big difference between the groups with incomes below Rs. 1,00,000 and those with incomes above Rs. 3,00,000.

CONCLUSION

Age Groupings: The research findings indicate that the marketing strategies employed by BYJU'S app do not seem to have a substantial impact on the mean ages of users.

Gender: The study did not reveal any significant difference in the mean ages between male and female users, indicating that the marketing strategies are likely not tailored in a way that significantly influences age distribution among these gender groups.

Marital Status: The research does not provide evidence of a substantial difference in mean ages between users who are married and those who are not married.

Qualification: While there is a suggestion of a potential difference in mean ages between users with undergraduate and postgraduate qualifications, the data does not provide enough evidence to claim statistical significance at the conventional level.

Income: According to the research findings, there is no substantial evidence to suggest that BYJU'S marketing strategies have resulted in a significant difference in the mean ages of users with an income of less than one million dollars compared to those with an income of three million dollars or more.

OVERALL IMPLICATIONS:

Across a wide range of demographic subgroups, the marketing methods that BYJU'S app employs seem to have a compelling appeal. The research highlights the need of exercising caution when interpreting the results, particularly in situations where statistical significance is not obtained, despite the fact that it does demonstrate the existence of certain patterns or probable variations in mean ages. A degree of universality in their appeal is shown by the fact that it shows that the marketing methods used by the app may not be causing major demographic inequalities among its users..

RECOMMENDATIONS FOR FUTURE RESEARCH:

It is possible that future study may investigate other demographic characteristics or carry out more in-depth analysis in order to discover minor subtleties in user demographics and the influence of marketing methods.

The statistical power of the research might be improved by increasing the sample size to include a wider and more varied group of participants. This would also give more robust insights on the success of BYJU's marketing techniques.

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