Essentials Of Marketing Management

The business model of BYJU's: An Essentials of marketing management based company

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ABSTRACT

In this journal paper, the performance evaluation of BYJU'S is dispensed through BTL marketing analysis, The source of knowledge may be a personal experience, research, and from an employee name G.Sandeep functioning at BYJUS company, and therefore the internet. BYJU'S -The learning app is a web learning app with a fashionable learning environment with way more flexibility than a conventional classroom. It helped students to become independent learners before they create their way into the important world.
Educational Technology like BYJU's, commonly referred to as EdTech, is the new approach in education history. the current paper is a trial to review the essentials of selling management models, philosophy, and methods within the field of BTL products and services in BYJUS'-The learning app.

1. Introduction

Education and knowledge are the inevitable necessities of mankind. BYJU'S Raveendran the founder of BYJU's started taking classes for CAT aspirants after completing his B-Tech in 2003. What started as a coaching class grew in size and scale, and BYJU's– The Learning app was built from scratch and became one of the top learning platforms in the world with the most valued educational technology companies in India. As we all know that how the coronavirus pandemic impacted so many sectors including the world's academics. Since April 2020 the coronavirus outbreak the number of students who learn online has increased rapidly. Schools, universities, and education institutions got closed completely offline and moved online due to lockdown and also worry about the pandemic. Over this Ministry of Electronics and Information Technology of India started digitalization in which Digital India has shifted to digital learning and teaching in past few years. Online learning is a platform with a wide rich learning environment with much more flexibility than a traditional classroom during lockdown. It helped students to become independent learners and fast learning before they make their way into the real world.

1.1 Background study

In the last few years, a new sales model has been introduced brewing at BYJU'S it is a direct, feet-on street approach with executives going home to home in small cities to sell the education-technology product.

This is, in a way, inconsistent with what you'd expect from a web company, which tends to leverage customer data and digital platforms to realize sales targets. "Instead of doing mentoring (pitching to customers) over a call, (The sales representatives) will get laid in by directly visiting at the house of student in presence of their student's parents. The freemium model of BYJU'S-The learning app is essentially a 15-day free trial where it grabs the eye of the student due to high-quality content with graphics and animation which makes learning easy and interactive with students. Mostly these marketing strategies apply at schools, societies, and malls.

1.2 Problem area

Promotional activities and marketing strategies are classified under ATL and BTL. Based on their nature the working principle toward the consumer and target audience works differently and outshine one another. The main issue is which type of marketing strategies and promotion activity we should use. Whether one should use ATL or BTL? And which one has the accuracy of reaching a targeting audience with greater effectiveness, ATL OR BTL? What about the other marketing strategy?

1.3 Reasearch Objective

- Apply various marketing and advertising strategy by BYJU'S.
- To map out the marketing stargate behavior of the tools used for the promotion of a brand.
- To study various BTL activities at doorstep, schools, and megastores.
- To study BYJU'S targeted audience and consumer loyalty toward BYJU'S.
- To describe and study the growth of BYJU'S from an entrepreneur start-up to a multi-million company unicorn.
- The analysis of the buying pattern of consumers towards the product with various algorithms.
- Studying the mindset of BYJU'S consumers looks for product or value or status.
- To look at the market driven-growth plan of BYJU'S.

1.3 Research hypothesis

1.4.1 Null Hypothesis of the study

H0: "There is not any difference between ATL and BTL activities of BYJU'S ".
So, an alternate Hypothesis of H0 would be,
H1: "There could be a significant difference between ATL and BTL activities BYJUS'S".

1.4.2 Functions of Hypothesis

Following are the functions performed by the hypothesis:

Hypothes help in doing observation and experiments feasible.
It becomes the beginning point for the analysis.
Hypothesis helps in verifying the survey.
It helps in administering the inquiries in the right direction.

2. Literature review

The initial idea, implementation, or concept is mobile learning which suggests that learner's mobility through an online platform and learning visualization virtually anywhere and anytime via laptops, CPU, and mobile devices. Research on teaching and learning through mobile learning has become a rapidly evolving area. (Preece, 2000; Frohberg,2002; Vavoula, Pachler and Kukulska-Hulme, 2009).

For entrepreneurs, the rapid increase in interest in smartphone and electronic gadgets, and mobile apps have a more profitable and attractive arena (Liang, et al, 2015).

Over in next ten years, smartphone and tablet usage will increase and grow anonymous and the usage rate will increase higher rate which helpful for online advertising. (Tsalgatidou, A., Veijalainen, J., and Pitoura, E, 2016).

3. Research methodology

3.1 Research design

Quantitative Methodology of research to analyze data collected through questionnaires that were sent through Google Forms. The objectives of the study include: *to spot how Byju's app acts as a facilitator. The study has been conducted from the theoretical perspective of Constructivist Pedagogy, and its effectiveness in the technology-assisted self-learning process, using a Descriptive and Inferential methodology of analysis. The questionnaire comprised of 10 multiple choice questions to find the responses from random learners who are currently subscribed to Byju's app. Questions were asked to comprehend the effectiveness, easiness, comfort, interactivity, and personalized experience of using the app. Personal data of the respondents too were collected. The statistics were analyzed and computed into pie charts. The respondents answered the multiple-choice questions and they chose their answers to support their traditional learning to technology-based modern learning to seek out how far Byju's perceptions were.

3.2 The population of the study data

This research was done on "The business model of BYJU'S: An Essentials of marketing management based company". There are Two types of methods of collecting data To Perform BTL activities in my research, I took crowded places, schools, and stores such as MALLS, and Showroom. And based on Google reviews of the product the primary data is collected.

3.2.1 *Collection Method :*

The population of the study is 350 samples from primary data. All the data was collected physically and saved as data.xlsx.

Primary data:

Personal experience at BYJU'S company This type of data is real data. That is collected with a specific purpose in mind. It is obtained from first-hand sources. The questionnaire is the method that is used in this research and Google review.

Secondary data:

The referenced research papers are secondary data in this research.

3.3 The sample size of the study

Our sample size of the study is 250 samples from the total population of data of 300 samples of BYJU'S Customers.

3.4 Probability and Non-Probability

The data that we collect is Non-probability sampling with probability sampling inside it. The data is Non-probability sampling because the dataset we collected is from Krishna and Guntur districts. The data we collect is restricted to this limited region only of 300 samples. And the Probability sampling presence in data is we randomly taking calls, by personal investigation, and by the public opinion of all variety with different languages speaking consumers of various communities of different age groups, different religions, and all economic classes.

3.5 Questionnaire development

All the framed questions are picked after the analysis for the marketing strategy of BYJUS and they are some individual questions framed to understand the mindset of a consumer and some hypothetical questions. The Responder can respond to all our questions and they are willing to give the response. They are some unstructured, structured questions and multi-choice questions to get complete data on the marking strategy of BYJU for analysis.

3.6 Reliability

The BYJU'S education for all initiative has been built on the thought that education isn't just a right, but also a responsibility. They believe that each child should have access to quality education, irrespective of their financial status, gender, or location. BYJU'S is committed to helping all children learn and grow in a fun way while keeping them engaged and motivated. Their courses are designed by industry experts who are teaching for several years and have years of experience in the field they create sure that everything is explained properly in order that students don't feel left behind or confused about what they're learning. BYJU'S believes that each child deserves a chance to find out and grow, so put your daily sure they get one.

3.7 Data measurement scale

In the first phase, we collect the basic data consumers like class, age, school fathers occupation, and phone number in the spreadsheet.

Likert scale is used in measuring the behavior of consumers toward the product during the second phase of research:

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

3.8 Testing and analysis

For sample data, the Frequency analysis, ANOVA test, and correlation test were conducted in the SPSS software.

3.8.1 Frequency analysis

Table 1: Frequency analysis of student's classes

Class		
N	Valid	243
	Missing	7

Class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.2	1.2	1.2
	3	2	.8	.8	2.1
	4	30	12.0	12.3	14.4
	5	28	11.2	11.5	25.9
	6	43	17.2	17.7	43.6
	7	37	14.8	15.2	58.8
	8	34	13.6	14.0	72.8
	9	38	15.2	15.6	88.5
	10	21	8.4	8.6	97.1
	11	4	1.6	1.6	98.8
	12	3	1.2	1.2	100.0
	Total	243	97.2	100.0	
Missing	System	7	2.8		
Total		250	100.0		

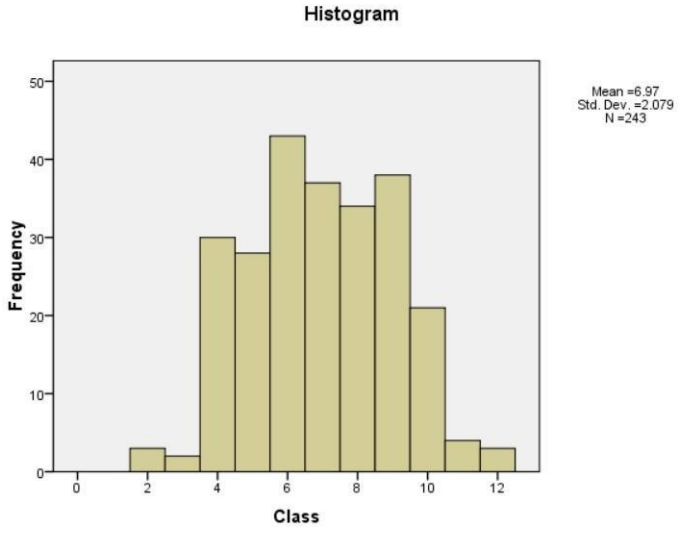


Fig 1:*Histogram of cases of students*

Table 2:Frequency analysis of Gender of the students

Statistics

Gender

N	Valid	250
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	f	100	40.0	40.0	40.0
	m	150	60.0	60.0	100.0
	Total	250	100.0	100.0	

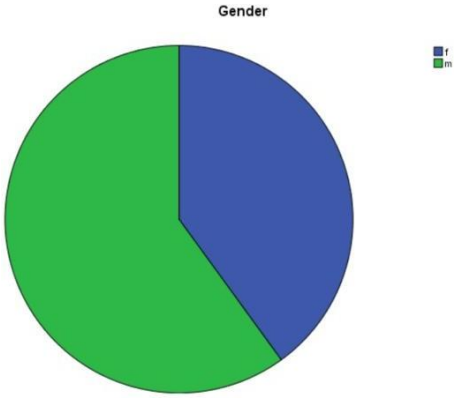


Fig 2: Pie-chart of gender

Table3 : Frequency analysis of students Boards

Statistics

Study_Board

N	Valid	250
	Missing	0

Study_Board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CBSE	46	18.4	18.4	18.4
	ICSE	17	6.8	6.8	25.2
	STATE	186	74.4	74.4	99.6
	UPSC	1	.4	.4	100.0
	Total	250	100.0	100.0	

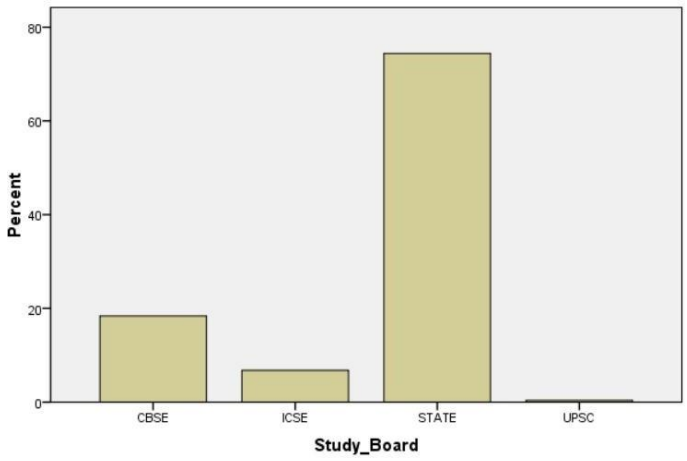


Fig 3: Bar chart of student's board they study

3.8.2 ANOVA

Table 4: ANOVA Test for Class vs Coast for study

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Class[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Cost

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935[a]	.874	.873	936.91230

a. Predictors: (Constant), Class

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.505E9	1	1.505E9	1.714E3	.000[a]
	Residual	2.177E8	248	877804.666		
	Total	1.722E9	249			

a. Predictors: (Constant), Class

b. Dependent Variable: Cost

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18980.626	204.403		92.859	.000
	Class	1170.430	28.270	.935	41.403	.000

a. Dependent Variable: Cost

3.8.3 Correlation analysis

Table 5 : *Correlation analysis of cost and class of students*

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1321E4	3.3026E4	2.7080E4	2458.24932	250
Residual	-6.8492E2	6.97422E3	.00000	935.02906	250
Std. Predicted Value	-2.343	2.419	.000	1.000	250
Std. Residual	-.731	7.444	.000	.998	250

a. Dependent Variable: Cost

4. Findings

4.1 Marketing methods

4.1.1 On-street marketing approach

In the year 2018, BYJU'S company started planning an on-street approach to find the consumer target audience and the individual potential of customers in the small cities. The idea and the theme are traditional and very simple with a strong business mindset of 2000 employees, BYJU'S planes to visit every door home-to-home and giving pitching about BYJU'S product and taking reviews from them.

4.1.2 Targeted audience

According to the Founder and CEO of Metvy, "BYJU'S features a far better understanding of the tip user's consumption pattern".They understand "what parents what?" and "what millennials what?". In a meeting, he told the expansion given by BYJU'S from 200 employees to 12,000 employees and from a start-up to a unicorn. The success of BYJU'S yet again demonstrates how vital it understand the targeted consumers to develop a marketing strategy and push the sale of BYJU'S products.

4.1.3 Brand Ambassador

Brand ambassadors are one of the most powerful strategies of marketing in BYU'S company. As the brand ambassadors attaches a face to their branding brand. Nowadays every company implements this idea for their business. In the year 2017 BYUJ'S launches its official learning app which is free for a limited time period and made Shah Rukh Khan(The king of Bollywood) its official brand ambassador. When Shah Rukh says theta "BYJU's haitoh progress hai" and "Download the app now" when this was said the audience was convinced very easily and the app was downloaded by the consumers.
Apart from this recently for children, another brand ambassador is "Disney". It is the most popular loved company among children by its animation movies and entertainment for children for a long time period. By association with Disney BYJU'S-The learning app platform brings animation entertainment and education in a single platform.

4.1.4 Regional campaigns

India is called the country of the diversity of many languages. Language plays a vital role in promoting a product and it should pay strict attention to different languages to get different customers from all around India.

By considering this point BYJU gives add in regional language also to attract every kind of consumer and advertising with the brand heroes like Mahesh babu.

4.1.5 Freemium model by BYJU'S

BYJU's product follows the freemium business model, In which some content can be seen for free. By applying this model students will attract to the product but for a future complete study, they need to have a subscription which brings profit for BYJU.

4.2 BYJU'S app usage analysis and further suggestions

The use of BYJU'S is mostly progressed by men, and another reason is it's a free e-learning mobile app. Many people are interested in taking guidance from application-based learning. and they also assert that Learning application-based is more interactive than the traditional way of learning and it is also useful for students because on online all the courses are readily available. Through this, the performance of students will be improved. which leads to a better understanding of the course than formal teaching methods and would replace the offline faculties

4.2.1

Table 6 : Uni-Variant analysis,2022

Gender	Number of people	Percentage	Cumulative Percentage
Male	150	60%	60
Female	100	40%	100
Total	**250**	**100**	-

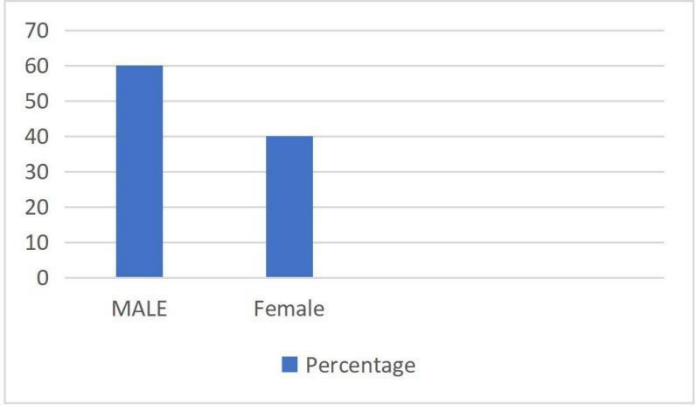


Fig 4 :Males are 60% females are 40% buying the product in which males are more interest to buy a product than females.

4.2.2

Table 7: Age analysis,2022

Age	Number of people	Percentage	Cumulative Percentage
5-11	25	10%	10
12-15	75	30%	40
15-18	125	50%	90
18-23	25	10%	100
Total	**250**	**100**	

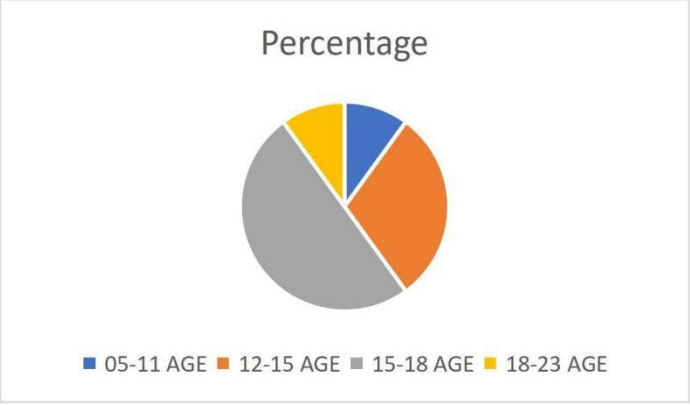
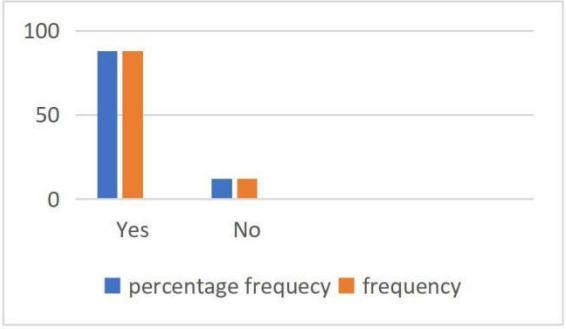


Fig 5:The age of 15-18 is the targeted consumer of BYJUS.

4.2.3

Table 8: e/m: Free e-learning mobile app.

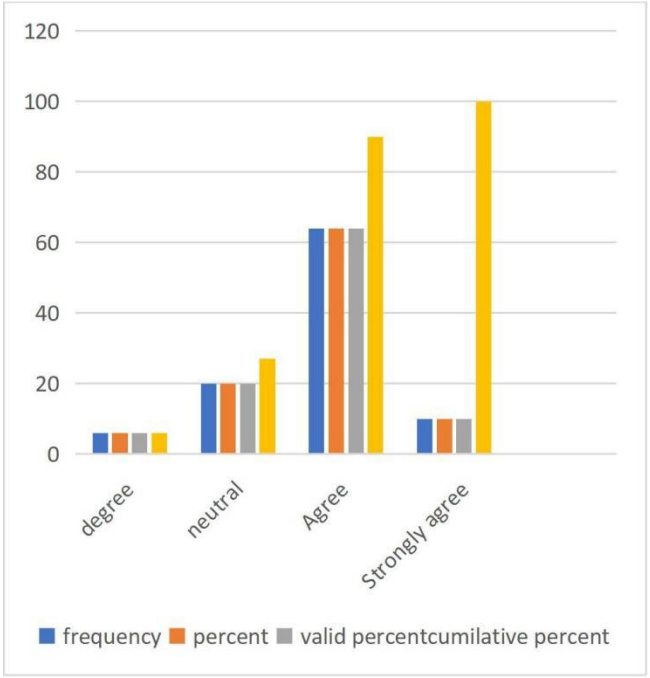
	Percent Frequency	Frequency
Yes	88.0	88
No	12.0	12
Total	100.0	100



4.2.4

Table 9: Interested in taking guidance from application-based learning?

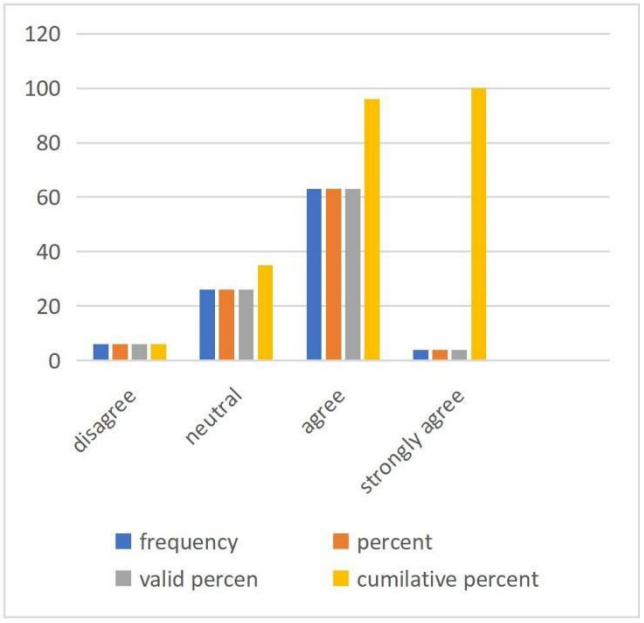
	Frequency	Percent	Valid percent	Cumulative percent
Disagree	6	6.0	6.0	6.0
Neutral	20	20.0	20.0	27.0
Agree	64	64.0	64.0	90.0
Strongly agree	10	10.0	10.0	100.0
Total	100	100.0	100.0	



4.2.5

Table 10: Learning application-based is more interactive than the traditional way of learning

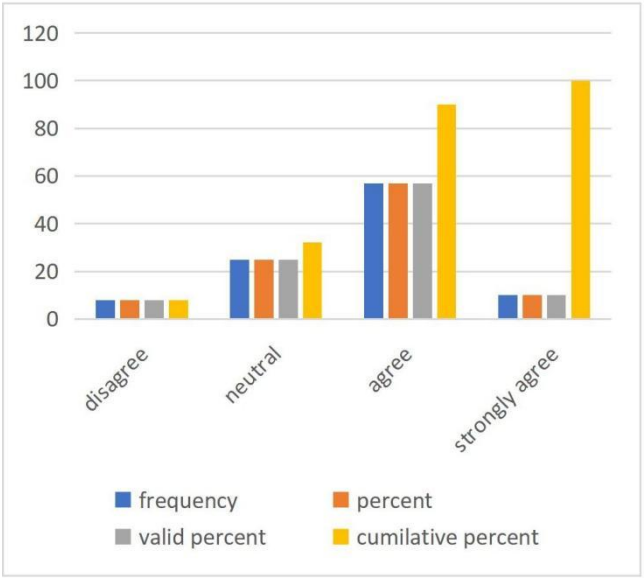
	Frequency	Percent	Valid percent	Cumulative percent
Disagree	6	6.0	6.0	6.0
Neutral	26	26.0	26.0	35.0
Agree	63	63.0	63.0	96.0
Strongly agree	4	4.0	4.0	100.0
Total	100	100	100	



4.2.6

Table 11: Learning application-based is useful for students because on online all the courses are readily available.

	Frequency	Percent	Valid percent	Cumulative percent
Disagree	8	8.0	8.0	8.0
Neutral	25	25	25	32.0
Agree	57	57	57	90.0
Strongly agree	10	10.0	10.0	100
total	100	100	10	



4.2.7

Table 12: Learning application-based cost-effectiveness.

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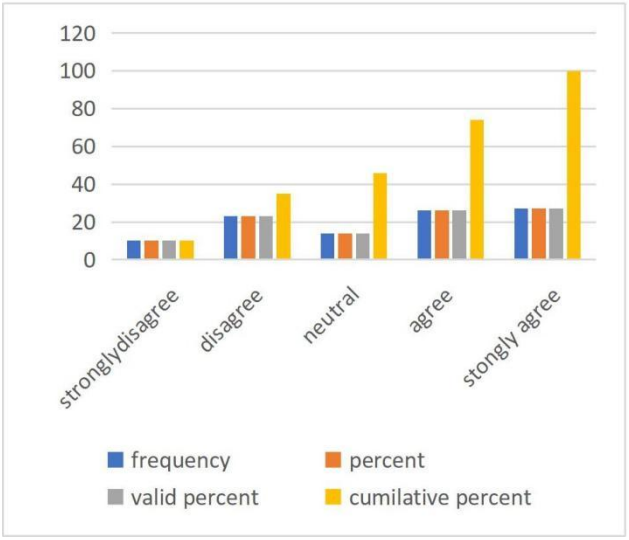
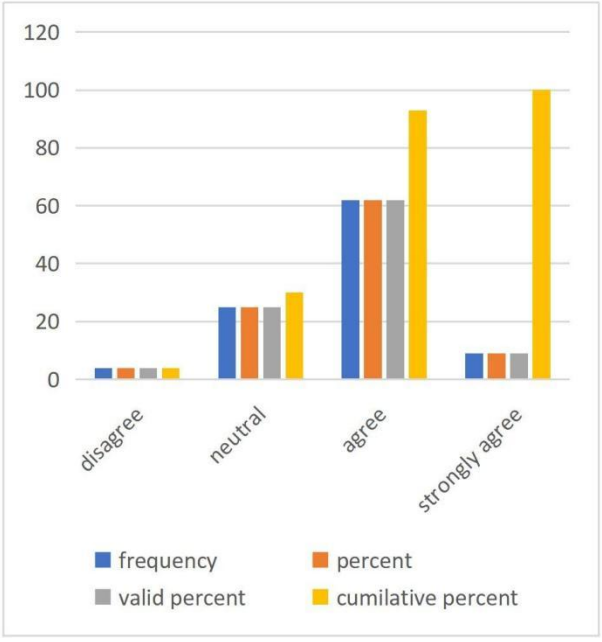
	Frequency	Percent	Valid percent	Cumulative percent
Strongly disagree	10	10.0	10.0	10.0
Disagree	23	23.0	23.0	35.0
Neutral	14	14.0	14.0	46.0
Agree	26	26.0	26.0	74.0
Strongly agree	27	27.0	27.0	100.0
Total	100	100.0	100.0	



4.2.8

Table 13: Performance of students will be improved by implementing application-based learning.

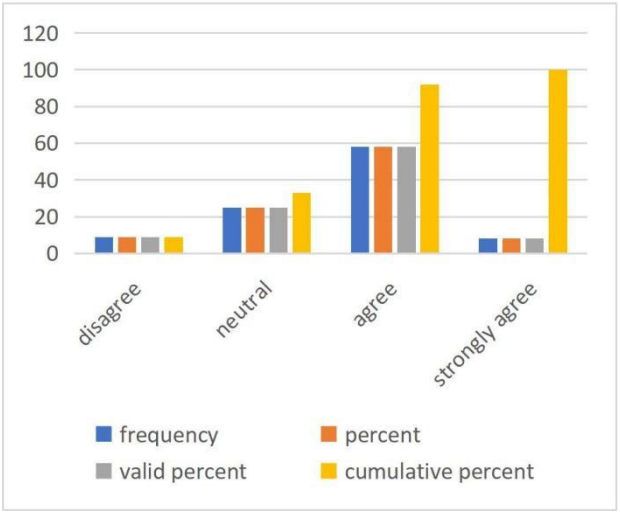
	Frequency	Percent	Valid percent	Cumulative percent
Disagree	4	4.0	4.0	4.0
Neutral	25	25.0	25.0	30.0
Agree	62	62.0	62.0	93.0
Strongly agree	9	9.0	9.0	100.0
Total	100	100.0	100.0	



4.2.9

Table 14 : Application-based learning would help in a better understanding of the course than formal teaching methods.

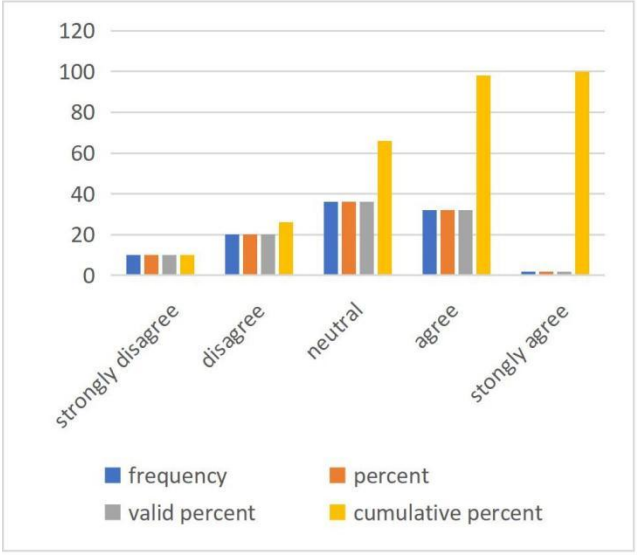
	Frequency	Percent	Valid percent	Cumulative percent
Disagree	9	9.0	9.0	9.0
Neutral	25	25.0	25.0	33.0
Agree	58	58.0	58.0	92.0
Strongly agree	8	8.0	8.0	100.0
Total	100	100.0	100.0	



4.2.10

Table 15: Learning application-based would replace the offline faculties

	Frequency	Percent	Valid percent	Cumulative percent
Strongly disagree	10	10.0	10.0	10.0
Disagree	20	20.0	20.0	26.0
Neutral	36	36.0	36.0	66.0
Agree	32	32.0	32.0	98.0
Strongly agree	2	2.0	2.0	100.0
Total	100	100.0	100.0	



4.3 THE 4PS principal

The 4ps principal OF THE MARKETING MIX applied by BYJU'S are

4.3.1 Product :

They are various study learning, and playing with learning products of BYJU to capture potential markets among the audience like BYJU-The learning app, BYJU-The early learning app, and BYJU's classrooms.

4.3.2 Price :

Pricing strategy is depending on what class and what type the student is choosing on the various customer segments.

4.3.3 Place :

(Distribution towards the Channels)BYJU has its only distribution mix with its employees both offline and with the emergence of Online Retailing selling.

4.3.4 Promotion:

(Communication Strategy of BYJU) BYJU's brand ambassador is Shah Rukh Khan and there is so many online platform, social media, and online advertising.

5 Conclusion

The BYJU'S app is known for its self-placed learning experience by enabling the students crack down hard concepts. The app uses a host of modern techniques like web- based learning ,visual graphics, video based instruction's. to provide an immersive learning experience .These innovations are highly helpful for the students to understand the basic concepts and enable them to prepare for exams . Here, we have done various analysis on BYJU'S by conducting survey on Uni-Variant analysis, Age analysis,2022,e/m: Free e- learning mobile app, Interested in taking guidance from application-based learning, Learning application-based is more interactive than the traditional way of learning, Learning application-based is useful for students because on online all the courses are readily available, Learning application-based cost-effectiveness, Performance of students will be improved by implementing application-based learning, Application-based learning would help in a better understanding of the course than formal teaching methods, Learning application-based would replace the offline faculties. It is identified that, most of the students are satisfied with the subscription of BYJUS LEARNING APP and agreed that the app is interactive, comfortable, and effective.

Reference

Research on teaching and learning through mobile learning has become arapidly evolving area. https://www.researchgate.net/publication/233980802_Researching_Mobile_Learning_Frameworks_Tools_and_Research_Designs

For entrepreneurs, the rapid increase in interest in smartphone and electronicgadgets, and mobile apps have a more profitable and attractive arena. https://www.tandfonline.com/doi/abs/10.1080/10864415.2016.1087823

Over in next ten years, smartphone and tablet usage will increase and growanonymous and the usage rate will increase higher rate which helpful foronline advertising. https://www.researchgate.net/publication/222667675_Business_models_and_transactions_in_mobile_electronic_commerce_Requirements_and_properties

https://www.researchgate.net/publication/309268032_Digitization_of_Indian_Education_Process_A_Hope_or_Hype

Mobile adoption
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Indian digitization

https://www.researchgate.net/publication/309268032_Digitization_of_Indian_Education_Process_A_Hope_or_Hype

Appendix:

1. Do you have an idea about the Free e-learning mobile app?
2. Are you Interested in taking guidance from application-based learning?
3. Will you agree Learning application-based is more interactive than the traditional way of learning?
4. Do you agree Learning application-based is useful for students becauseonline all the courses are readily available?
5. Will you agree on Learning application-based cost-effectiveness?
6. Do you agree Performance of students will be improved by implementing application-based learning?
7. Will you agree that Application-based learning would help in a better understanding of the course than formal teaching methods?
8. Do you agree Learning application-based would replace the offline faculties?
9. What marketing strategy will you apply for us?
10. Name other marketing strategies used by us?
11. Is this Journal helpful for understanding the marketing used in Buju's?
12. Name other online apps used for student satisfaction in the case of the marketing concept?
13. How other apps are applied and explained in terms of marketing strategy?
14. Marketing strategy marketing mix, product, price, promotion, and place parameters were used in explaining this journal.
15. Used various parameters in by us app like gender analysis, age analysis, free e-learning mobile app, interested in taking guidance from applications- based learning?
16. Learning applications -based in more interactive than the traditional way of learning. learning applications -based is useful for students because online all the courses are ready.
17. Founder just Raveendran founded in 2003.BYJU's- The learning app.
18. Is this Online plat from is good ?
19. Used mostly for students and teachers.
20. How do the byjus is helped the students? how an online platform is usedfor teaching?
21. How students interact with BYJU's?
22. How teacher will guide to students in this online platform?
23. How they will provide assignments and tests to the students?
24. How it has been coming to marketing?
25. How were they introduced in the market?
26. Who introduced byjus to marketing?
27. How students can interact using byjus platform?
28. How to make interest the students so that they will study online without interrupting anything?
29. BYJU's- the learning platform'" *where the notebooks are provided and lecture videos are provided on the platform?
30. How we can relate marketing with them byjus?
31. what are strategies used or implemented by byjus?
32. How it will explore the world?
33. What are the uses of this platform? what are the advantages of thisplatform?
34. What are the disadvantages of the platform?
35. Did the content provided byjus is very good?
36. What type of content will provide by this platform?Is it useful?