

A STUDY ON THE MARKETING PRINCIPLES WITH SPECIAL REFERENCE TO BYJU'S THE LEARNING APP

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Abstract: Marketing Principles lies at the heart of the field of marketing management and is vital to the practice of marketing. It is also the scenario within which many of the imperative challenges identified by the companies. In this paper, we uncover various components of marketing mix of BYJU'S learning application. BYJU'S is India's giant ed-tech and online tutorial platform developed in 2011. During this pandemic their product has reached over 115 million registered students across the globe via distance learning, e-learning and m-learning. BYJU'S the learning app has become one of the world's largest e-learning platform currently valued at \$21 billion. How far the principles of marketing have influenced the company in securing this drastic growth will be elaborated throughout the study.

Keywords: Marketing Principles, BYJU'S, E-learning, M-learning, Online learning platform.

INTRODUCTION

Marketing reversed previous business logic fifty years past and aforementioned "the client is king", and therefore the firms began to acknowledge that it absolutely was not simply the merchandise that was the foremost necessary facet of their business. Firms recognized that buyers had a myriad of decisions of product offerings and promoting was accountable to make sure that the company's merchandise had the advantages and attributes that customers wished and were willing to obtain. Today, considering the technology development that influences each operate of the corporate the main target of the undefeated promoting bound firms has modified from "the client is king" to "the client could be a dictator". However, and despite the new trends in promoting, like every science, promoting has basic principles, and these principles have to be compelled to be thought-about once creating any variety of promoting selections. In this context we are analyzing the marketing principles adopted by BYJU's the learning app. BYJU's is India's ed-tech massive that provides a platform for the teachers to train and the scholars to examine. This ed-tech was founded by BYJU Raveendran and advanced in 2011 by Think and Learn Pvt. Ltd. This wonderful platform has furnished the possibility to gain knowledge from the great teachers to over 5 crore students from all around the nation. The main virtual marketing company located in Gurgaon, simply in the month of March and April, 13.5 million users joined the platform to gain knowledge at some point of the pandemic. Being an ed-tech organization, BYJU's audience is composed of each pupil/learner from grade one to college students trying to crack entrance assessments including JEE, CAT, IAS or every other. The popular virtual marketing corporation in Delhi NCR understands that this is a excellent approach considering about the Indian education industry which incorporates over 260 million students in K-12 and greater than 35 million students studying for their higher education. BYJU's operates as a Freemium enterprise model in which a variety of their offerings are supplied free of charge but to take advantage of further content, students have to go for paid subscription.

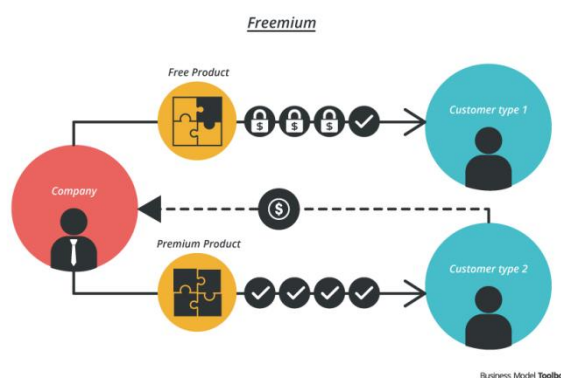


Image source: The Marcom Avenue



According to a document, in the financial year of 2019, BYJU's revenue became recorded to a whopping Rs 1,341 crores and a profit of Rs 20 crores. The top virtual organization mentions that this implausible success is the end result of the growth in the number of their paid subscribers and complete-throttle of advertising and marketing efforts. The advertising journey of India's No 1 Ed-tech group has been a rollercoaster with many a success advertising and marketing campaigns gaining a prodigious amount of business for BYJU'S or even some failed campaigns of them are good eye-openers for every marketer.

REVIEW OF LITERATURE

(Singh and Sangeeta, 2015, p. 2). In the positive gaining knowledge of process college students do no longer sit idly remain as passive gainers of knowledge but are active constructors of "know-how thru revel in, observation, documentation, analysis and mirrored image," (Singh and Sangeeta, 2015, p. Four). Constructivist teachers inspire college students to constantly determine their know-how. Students in a constructivist study room acquire understanding in learning via the act of self-wondering and analyzing the techniques they undergo. (Bada and Steve, 2015). Shumaila Bhutto and Imran Umer Chhapra (2013) in the paper, "Educational Research on Constructivism - An Exploratory View," opines that teachers who're a part of the constructive technique "ought to receive suitable education with consciousness of universal progress and the best and amount of help and realistic tips" (P. 23). The education the teachers undergo and the qualitative and quantitative tests they make growth the validity of Constructive method. Constructive technique of teaching and learning can be implemented to an entire array of topics. Constructive techniques make certain that students research tough topics with effectiveness and ease. Constructivism complements the college students to be critical novices. Rote getting to know turned into a method of the beyond. Modern learners analyze with the aid of knowledge the concept. Renu Yadav (2016) in their study findout that the cutting-edge schooling state of affairs, M-getting to know has a serious impact on the teaching-mastering system. Adnan Majeed (2015) within the paper, "Survey Paper on Mobile Learning and Education," explicates that Mobile Learning transforms the entire educational situation and it has lot of commercial enterprise and schooling programs. Students increasingly more use smartphones, capsules, iPads, PDAs, on line education apps to enhance productiveness of their research. (Ansari, 2017, p. 33). Studies show that college students have good enough expertise, focus and understanding of cellular generation and the Internet. Students incredibly agree that cellular mastering apps are very crucial for their mastering and studies functions. Modern educational situation expects that beginners and teachers must put together themselves for the next era of coaching and mastering. Teachers have to have the technical competencies to impart expertise in a powerful way which can be easily understandable to the students. Both the students and teachers can depend upon M-studying to overcome the shortfalls of "traditional gaining knowledge of system," (Sarrab, Laila and Hamza, 2012, p. 35). M-mastering get admission to as a on hand system that have interaction with the learner and trainer and helps coaching-learning method. Both instructors and college students want a right and accessible device to engage with every other and facilitate the coaching-studying process. "M-studying structures aren't to replace the conventional classrooms, but they are able to be used to supplement the gaining knowledge of system in our colleges and universities," (Sarrab, Laila and Hamza, 2012, p. 35). Radovan, Vrana (2018) in his study "says that cell generation receives distinctly included into the private and working environment of the students. He suggests that academic institutions should promote M-mastering with the aid of incorporating it into their curriculum. Ann Marie Casanova (2018) in her paper, "Case have a look at - Cultivating a love of getting to know in K 12: BYJU's: How a Learning App is Promoting Deep Conceptual Understanding that is Improving Educational Outcomes in India (English)," elucidates that BYJU'S App "desires to revolutionize the way hundreds of thousands of college students think and study" (P. 21) efficiently. The App ensures that it cultivates a generation of freshmen who've a curiosity found in them to study more, dream extra, and emerge as more.

SIGNIFICANCE OF THE STUDY

M- Learning is growing at a rapid-fire pace in India as more and more institutions, preceptors and scholars use online platform for study. Indian preceptors use both traditional and ultramodern strategies for tutoring. Blended- learning which uses both the conventional and ultramodern strategies is gaining more popularity these days. Even the Indian classrooms are getting smart. As internet and confederated technologies are getting cheaper and wider, more scholars can lay their hands on m- learning.

BYJU'S is a platform for scholars to study and for preceptors to educate. Also, it's making the scholars' time on phones and computers worthwhile by educating them. BYJU'S was developed by BYJU Raveendran, who wanted to revolutionize the education sector as, in schools, all the focus is on good grades and not actual learning. In the times of pandemic BYJU'S has been a rescuer for millions of scholars who were unable to go to the schools due to the corona virus. What attracts the student category the most lies in its marketing strategy how it pitches the target customers. In



this paper, we will unveil the outstanding marketing strategies adopted by BYJU'S app in educating millions all over the world. One of the most important marketing strategies of BYJU'S is the brand ambassadors. It's inarguable that having a brand minister attaches a face to the brand. BYJU'S has managed to hire, Shah Rukh Khan, the most favored actor not just in India but worldwide, who has helped the online ed- tech platform to attract a large customer base. This study tries to unveil the various marketing principles adopted by the Company to become the market leader. This study will give pace for the future researchers to have further studies and enable other companies to get an idea about the strategies of this giant ed-tech.

OBJECTIVES

Following are the main research objectives developed:

- To analyze the various marketing principles adopted by the company.
- To identify the strong and weak component in their 4 P's.
- To evaluate the impact of marketing mix on the overall growth of the company.

RESEARCH METHODOLOGY

In order to achieve the above objectives information was collected from the secondary sources readily available. Various reports, research papers, case studies regarding the marketing strategies of BYJU'S the learning app were referred to, apart from numerous journals and articles. The in-depth analysis of various literature had helped the authors to frame the idea about marketing principles of BYJU'S online tutorial platform. This research paper is descriptive and conceptual in nature. It is descriptive in the sense that it tries to identify various characteristics of research objectives and it is conceptual since it examines literature review of past studies conducted in these fields and the data available from BYJUS official website and other recognized national and international journals are used as a source of information.

DISCUSSION

In this study we are discovering how BYJU's are using the 4P's of Marketing Principles in their Journey. The four elements of marketing which are involved in marketing a product or service are product, price, place, and promotion.

Product

Products of BYJU'S the learning app ranges in both online and offline. As online products, they have 31 products under 9 categories such as Class 1-3, Class 4-10 - CBSE/ICSE/State, BYJU'S Classes - Comprehensive Online Tutoring, Live Classes for JEE/NEET, Tablet Program for JEE/NEET, Coaching for IAS, GATE, CAT and Online Tuitions. Whereas offline products they deal with 17 printed books.

Top teachers across the country teach every lesson using world-class technology and realistic visual aids. These life-like videos help students to strengthen fundamental concepts and learn consistently. BYJU'S app allows learners to watch videos in the language of their choice. With video functions like subtitles and speed control, they can fast forward or slow down the lecture too. Tests are also a fun part of their products with creative practice formats like sliders, bubble bursts, picture sorts and word puzzles. And offers additional visual solutions and video suggestions to clarify doubts and make them learn from mistakes.

Monthly performance tracking by a dedicated mentor is another add-on of BYJU'S online product ranges has it provides the learners and parents with regular counselling. It monitors growth in detail and give valuable recommendations to achieve higher scores.

BYJU'S app allows them to access to concept videos, practice modules, quizzes and revision tests and other learning material which makes learning engaging and simple. Also, the end-to-end mapping of chapters to my board syllabus (CBSE, ICSE, IB, State boards etc.) makes their product arrays popular.

Price

BYJU'S has a varying price has it depends upon the product chosen by the buyers. Their online product prices range from 10000 – 176000 and printed books costs approximately 4500 – 24000 INR. BYJU'S permits the users to cancel their order within 24 hours of placing the order, if a request is made for the same. The cancellation request has to be made at cancellations@byjus.com with contact number and customer email ID used during registration or directly contacting them on +91-9241333666. They provide a trial period of 7 days for all Test Preparation course products (CAT/IAS/GATE/UGC-NET) and 15 days for the school learning products. Within the 15 days of delivery, customers can refund the product in case they do not like it. No Refund will be provided by the company after 15 days from delivery. The product should be returned along with the original invoices in order to get the amount refunded via their bank account within 10 working days.



Place

The services of BYJU'S the learning app are accessed from more than 1700 cities. They are trying to cover more locations from both small towns and big metros. As their products are orderable via their website, learners across the world can buy or access the same. The app provides coverage for CSBE, ICSE and 12 different State syllabuses namely Maharashtra, Gujarat, Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, Telangana, Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, West Bengal.

Promotion

The marketing strategies of BYJU'S can be termed as minimal yet powerful because they could attract millions of students and annual paid subscribers to these e-learning platforms.

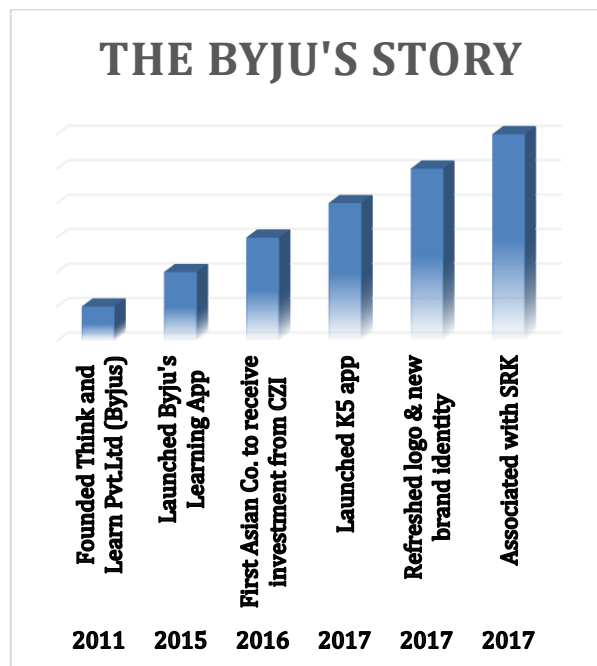
One of the most powerful marketing strategies of BYJU'S is the brand ambassadors which are associated with the brand. Shah Rukh Khan, one of the most loved actors not just in India but worldwide is the brand ambassador of BYJU'S. Another brand ambassador of BYJU'S is the most loved Disney.

BYJU'S app has been constantly promoting itself with collaborations and sponsorships. They are the sponsor of the Indian Cricket Team in the ICC world cup which has a large audience base, and being a sponsor in the event, Byju got increased brand exposure. They are also a partner of News18 Network in a national campaign which recognizes and inspires young geniuses from different fields in the country.

Apart from this BYJU'S made a perfect ad film to pitch to regional customers in the regional language. Movie stars from regional languages were chosen to feature in the ads. It includes Shah Rukh Khan, Mohan Lal, Mahesh Babu etc.

Other strategies adopted by BYJU'S was digital advertising like Google ads and Facebook ads and Search engine optimization which wasn't fruitful enough for the company.

As all the above measures were adopted to create and widen new customer horizons, they have paid enough care to retain existing ones by providing discounts and coupon while placing repeated orders with them.



CONCLUSION AND SUGGESTIONS

The BYJU'S App is popular for its Digital learning experience by prepping up the students crack down complex concepts. To provide an immersive learning experience, the app uses a set of modern techniques like web-based learning, visual graphics, video-based instruction, etc. These techniques are very useful for the learners to understand fundamental concepts and help them to prepare for exams. BYJU'S app has changed Indian education system by fruitfully incorporating constructive ways of teaching and learning. From this study, it is clear that the right mix of marketing principles has fetched them higher growth over these years. By keeping in mind the fact that the customer is the demander, they have ensured all the measures to keep their target customers satisfied. From this study authors identified the 4th P in the marketing mix i.e. Promotion as the strong marketing tool used by BYJU'S. The brand



endorsements and sponsoring events have helped them gain more popularity. Further the study has also identified that one of the restraining factor in this E-learning platform is the cost structure i.e. Price. We found that their products are not affordable for all classes of people. If the company focuses on restructuring the pricing policies they might be able to fetch more customers.

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