

**A
PROJECT REPORT
ON**

**“A Study of Marketing strategy adopted by ED Tech with reference
to Physics Wallah”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS), NAGPUR**

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by

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Under the Guidance of

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**G.S College of Commerce and Economics
(Autonomous), Nagpur
Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),
Nagpur**



Academic year 2023-24

CERTIFICATE

This is to certify that “**ABHISHEK Y. KHARBADE**” has submitted the project report titled “**A Study of Marketing strategy adopted by ED Tech with reference to Physics Wallah**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **G.S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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**G.S College of Commerce and Economics (Autonomous),
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Academic year 2023-24

DECLARATION

I here-by declare that the project with title “**A Study of Marketing strategy adopted by EDTech with reference to Physics Wallah**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by **G.S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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Academic year 2023-24



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Place: Nagpur

Date:

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online study made so easy for everyone with their course variations and simple way to learn things.

The online study trend around the world spread very fast.

Internet makes life simple and innovative. People are doing business online and trade has become easier and faster. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market. Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget.

The internet is best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on. Online shopping behaviors depends upon factors such as shopping motives, personality variables, internet knowledge and experience and last factor of shopping incentives ,etc.

The main purpose of this research is to analyses the strategies used for online education with Physics wallah in a systematic way. What factors affect online educator while making the decision to learn things by videos on you tube from internet, to understand more topics and give information about the chapters from website. Online education is the process of learning lessons and subjects through internet. Since the development of World Wide Web, Physics wallah sought to educate their knowledge through internet. It

offers you to Access to subjects and chapters which are not handy in local market.

An attempt has been made to critically examine the student's satisfaction of big e-trailer and that is Physics wallah. This big player made their own mark in India. A study on marketing strategies of online Ed-Tech with Physics wallah is taken here.

Online education is nowadays and everywhere or in every corner of the world, and it's happening only because of internet, is emerged directly make an order of meeting they need through online. Physics wallah is one the site that comes used for education many subjects. Online learning makes easier for students to choose different variety of fields which they want, that the reason online education is popularly used nowadays.

Introduction of Marketing Strategy

Marketing strategy is the process that organizations use to plan and execute their marketing activities. A well-developed marketing strategy considers the company's strengths and weaknesses, as well as its opportunities and threats. It also includes a clear statement of the company's marketing goals and objectives. In short, a marketing strategy is an organization's game plan for achieving its marketing goals.

There are many different approaches to developing a marketing strategy, but all of them share one common goal: creating a plan to guide the company's marketing activities. The first step in developing a marketing strategy is to conduct a situation analysis, which assesses the company's internal and external environment. Then, the situation analysis results are used to identify the company's target markets and choose the appropriate marketing mix.

The next step is to develop marketing objectives, which are specific, measurable, attainable, relevant, and time-bound goals that will guide the company's marketing activities. Once the objectives have been developed, the company must create a marketing plan that details how it will achieve its objectives. The final step is implementing and monitoring the marketing plan to ensure it reaches the desired results

MARKETING STRATEGY

A Marketing Strategy is the long-term planning of business objectives that the company wants to achieve. For these to be achieved it is important to choose well the specific actions to consolidate the reputation of products and services or increase sales in the market. Utilizing opportunities is vital to find the target market and to be able to make customers loyal to the organization so that the positioning of the company gets stronger "Marketing is educating your potential customers, raising their desire for transformation, and increasing their ability to make an informed sales decision by differentiating your solutions from all their other options. When marketing is done well, sales became easy, because the customer not only believes their situation can change but that your product will be a key part of that change." It is important to define how you want to position the product/service in the market in order to achieve positioning among customers and fulfil customer and organization relationship loyalty.

Is the method to create sales opportunities, also to communicate and position the product or service and to translate the operational lines that allow reaching a target market through the right channels?

There are four elements that make up the marketing mix, in which the 4ps of marketing are found to shape the crucial strategies to generate profits in the company and boost sales:

- Pricing strategies
- Product strategies
- Distribution strategies
- Promotion strategies

Importance of having a Marketing Strategy in your business Choosing a suitable marketing strategy for the company will bring great advantages such as:

- Increased sales
- Creating sustainable growth for the company
- Understanding what your customers want

- You will meet the needs and exceed the expectations of the customers
- You will strengthen the relationship with the target market
- You will build the brand in the consumer's mind

Marketing Strategies vs. Marketing

Plan In order to formulate strategies, it is necessary to have the marketing objectives in mind, since strategies must be implemented to achieve these objectives; but also, the consumers that make up the target market, the competition, the resources and capabilities of the company. It is important that before identifying and formulating the strategies, the difference between the marketing strategy and the marketing plan must be considered, since it can generate confusion about these two concepts that go hand in hand but are focused differently.

Marketing Strategy Is the explanation of the objectives to be achieved with a company's marketing efforts (what). These strategies are determined by the company's objectives. Goals and strategy must go hand in hand. The strategies must allow needs, desires, problem solving or take advantage of habits and customs that the target audience has. Marketing Plan this is how you're going to achieve those marketing goals (how). It is the map that will guide you from one point to another of the desired situation (objectives).

Types of Marketing Strategy

1. Portfolio Marketing Strategy
2. Segmentation Marketing Strategy
3. Brand Positioning Marketing Strategy
4. Functional Marketing Strategy
5. Loyalty Marketing Strategy
6. Content Marketing Strategy
7. Direct Marketing Strategy
8. Digital Marketing Strategy

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Utilizing opportunities is vital to find the target market and to be able to make customers loyal to the organization so that the positioning of the company gets strong 4 p's of Marketing

MARKETING

Product - Product refers to a good or service that a company offers to customers. Ideally, a product should fulfil an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand. To be successful marketers need to understand the life cycle of a product, and business executives need to have a plan for dealing with products at every stage of their life cycle. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it in the marketplace. Many of the most successful products have been the first in their category. For example, Apple was the first to create a touchscreen smartphone that could play music, browse the Internet, and make phone calls. Apple reported total sales of the iPhone to be \$71.6 billion in Q1 2022. In 2021, Apple hit the milestone of selling two billion iPhones.

Price - Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product. Marketers also need to determine when and if discounting is appropriate. A discount can sometimes draw in more customers, but it can also give the impression that the product is less exclusive or less of a luxury compared to when it was priced higher. What makes UNIQLO unique is that it creates innovative, high-quality products, it is able to assemble high-quality materials at low cost by ordering in large volumes, and continuing to make the highest-quality and lowest-cost material in the world. The company also directly negotiates with its manufacturers and has built strategic partnerships with high-quality and innovative Japanese manufacturers

Place - When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them. In some cases, this may refer to placing a product in certain stores, but it also refers to the product's placement on a specific store's display. In some cases, placement may refer to the act of including a product on television shows, in films, or on web pages in order to garner attention for the product. The 1995 movie Goldeneye was the seventeenth instalment in the James Bond movie franchise. It was the first Bond movie not to feature an Aston Martin car. Instead, the British actor Pierce Brosnan got into a Z3 by BMW.

Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it. Marketers tend to tie promotion and placement elements together so they can reach their core audiences. For example, in the digital age, the "place" and "promotion" factors are as much online as they are offline. Specifically, where a product appears on a company's web page or social media, as well as which types of search functions trigger corresponding, targeted ads for the product. The Swedish vodka brand Absolut sold only 10,000 cases of its vodka in 1980. But by 2000, the company had sold 4.5 million cases, thanks in part to its iconic advertising campaign. The images in the campaign featured the brand's signature bottle styled as a range of surreal images: a bottle with a halo, the bottle made of stone, or as the outline of trees on a ski slope. To date, this Absolut advertising campaign is one of the longestrunning continuous ad campaigns of all time, from 1981 to 2005.

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics. What are the major factors that influence consumer buyer behaviour? A variety of factors go into the consumer buyer behaviour process, but here we offer just a few. Taken separately, they may not result in a purchase. When put together in any number of combinations, the

likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing consumer buying behaviour are:

Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location. Social Factors- Elements in a person's environment that impact the way they see products. ∞ Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals. ∞ Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole. What are the four types of buyers?

1. The Analytical Buyer- Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
2. The Amiable Buyer- Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.
3. The Driver Buyer - Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.
4. The Expressive Buyer - Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset. A normal consumer purchase includes the recognition of needs and wants. Next comes the information search, followed by an evaluation of all the choices. Finally, the purchase happens, and post-purchase evaluation follows a purchase. Let us go over each stage of a consumer buying process:

1. Evaluation of Alternatives this is the first stage of the buying process. A consumer will not initiate a purchase without the recognition of the needs or wants. When a consumer feels the need to buy a particular product, he will go for a purchase decision. There is an unmet need or there is a problem that can be solved by buying a particular product Needs arise, as there is a problem. For example, you broke your table that you were regular using for your business. And due to this problem, you now have to buy a new table. Wants arise either because you have needed a product or just because you are influenced by external factors. For example, you see your friends using a laptop for their project work.

You might also have seen numerous advertisements about how a laptop can help you in your project work. Due to this influence, you feel you want to upgrade to a laptop though you may already have a desktop. In this stage, the marketer should identify the needs of the consumers and offer the products based on the desire.

2. Information search At this stage, the consumer is aware of his need or want. He also knows that he wants to buy a product that can relive his problem. Therefore, he wants to know more about the product that can relive of his problem. This leads to the information search stage. The consumer will try to find out the options available and the best solution for his problem the buyer will look for information in internal and external business environments. A consumer may look into advertisements, print, videos, online and even might ask his friends and family. When consumers want to buy a laptop, they look for a laptop, its features, price, discounts, warranty, after sales service, insurance, and many other important features.

Here, a marketer must offer a lot of information about the product in the form of informative videos, demos, blog, how to by now, the consumer has done enough research about the kind of product that can solve his problem.

3. The next step is to evaluate alternative products that can solve his problem. Various points of information gathered from different sources are used in evaluating alternatives. The market offers many products that can solve the problem of a consumer.

Hence, the consumer has to make a choice after evaluating the various alternatives available. At the end of this stage, the consumer will rank his choices and pick a product that best matches his needs and wants.

4. Purchase Decision/Purchase At this point, customers have already explored multiple options. They are aware of the pricing and payment options available. Here, consumers are deciding whether to buy that product or not. Yes, even at this stage they can still drop the purchase and walk away.

Philip Kotler (2009) says, the final purchase decision may be 'interrupted' by two factors. Customer may get negative feedback from friends or other customers who bought it. For example, a customer shortlisted a laptop, but his friend gave negative feedback. This will make him to change his decision. Furthermore, the decision might also change. Sudden change in business plans, financial crunch, unexpected higher prices, etc. might lead the

consumer to drop the idea of buying the laptop. 5. Post-Purchase Evaluation This is the last stage and most often ignored by marketers. After buying the product, customers compare products with their expectations. There can be two outcomes: Either satisfied or dissatisfied. Consumers will be happy after buying the product if it has satisfied their needs. But in case the product was not up to his expectations, the consumer will be dissatisfied. A consumer can be lost even at this stage.

A dissatisfied customer might feel as though he took an incorrect decision. This will result in returns offering an exchange will be a straightforward action. However, even when a customer is satisfied, there is no guarantee that the customer might be a repeat customer. Customers, either satisfied or dissatisfied, can take actions to distribute their experience in the form of customer reviews.

Introduction to Topic

Drivers of online education growth in India Acceptability of online education in India is growing at an exponential rate because of the following factors:

1. Internet penetration in India According to a report by IAMAI and Kantar IMRB, there were 481 million users of internet in India and this is growing at the rate of 11.34%. Also internet penetration in urban India was 64.84% while in rural India it was 20.26% till December, 2017. The main reason for the growth of internet users in India is the increase in number of smart phone users. According to a report by eMarketer, the US-based market research firm, there were nearly 291.6 million smart phone users in India by the December, 2017. They are expecting that this number will grow by 15.6% to reach 337 million by the end of 2018. The key factors behind this growth are the upsurge in smart phone usage and availability of more affordable smart phones. Availability of internet at fast speed and at very affordable price is the reason for growth in mobile internet user. Because of internet, world class education becomes easily accessible to urban and rural population
2. Online education saves money and time As online education is through internet, so it can be easily accessed anywhere, anytime. You can access the content early morning, late evening, at home, in cafeteria, or on the train. As the content is generally preloaded, so you can download the lectures / videos and watch them at

your convenience time and again. Also cost of online education is very low in comparison to face to face education. Also there is a great savings on hostel and transportation fees. Since all the content is available online, so you need not buy books also.

3. 3. Ease of doing courses for working professionals Online education offers great opportunity for working professionals as they cannot leave their jobs to pursue higher education. Online education offers them a variety of courses to choose from and this can help in finding new career options for them. This is also supported by the report from Google and KPMG which states that reskilling and online certification is the biggest sector in online education. Another online platform 'upgrad' is offering online courses on Big Data and are also providing jobs in this area.
4. Initiative by Government of India Government of India is also taking initiatives to promote online education. They have started Swayam through which they are offering free education and certification courses to all. Main objective of this initiative is to provide quality education for which they have tied up with IITs, IIMs and NPTEL. They are also tying up with universities by which student can earn credit through online courses. In order to establish digital infrastructure in India, the government has also launched National Optical Fiber Network. The main objective of this initiative is to increase broadband connectivity and create a fast network. Government has started online National Digital Library in which 17 million digital books & journals are available. There are 32 lakhs registered users are accessing NDL free of cost. Government has provided Wi-Fi facility to all the central universities.
5. Gaining recognition among employers Today most of the universities in US are offering at least one online course. In India also many of the prestigious institutions are offering online courses where otherwise admission is very difficult and costly. Online courses done from well respected universities/ institutions are accepted by employers. Employers also understand that online education requires self-discipline, drive and other skills that they are looking for in a candidate. So proper care should be taken in selecting the university from where you are doing course. Also there are hundreds of options to choose from. Right selection from right educational institute can help you make right career growth.
6. Bridge the gap between education level and industry expectations According to a report in The World Employment and Social Outlook – Trends, there were 18.3 million Indians unemployed in 2017 and it is projected to increase by 18.9 million by

the year 2019. According to a report, India's working age population is increasing and is expected to reach 64% of the population by 2021. Do you think it is because of sufficient job opportunities are not available in India? Nascom says 6 million people will be required in cyber security by 2022. According to Tech Mahindra CEO C P Gurnani, 94% of IT graduates are not fit for hiring. According to opinion given by Sanjay Bansal, 58% of unemployed graduates and majority of the unemployed post-graduates (62%) states that jobs matching their skill and education are not available and this is the primary reason for their unemployment. So online education is one of the alternatives to bridge the gap between what industries expect and what the educational institutes are delivering. Online education offers an opportunity to enhance skills through advance courses available in different domains.

Challenges in Online education There are a lot of challenges faced by people in online education in India. Some of these challenges which need to be overcome are:

1. **Insufficient digital infrastructure** Although Government of India is taking initiative to develop digital infrastructure but a lot need to be done in this direction. High speed internet and stable power supply are the biggest problem. India stands 89th worldwide on internet speed and stability. According to the report of World Economic Forum, only 15 percent of the households have access to the Internet, and mobile broadband remains accessible to very few i.e. only 5.5 subscriptions for every 100 people. Further, currently reach of broadband is just about 600 corridors, largely in and around the top 50 to 100 Indian cities, leaving rural areas with poor connectivity. 5G networks technology is the requirement of today's which will increase the speed of downloading the data.
2. **Limited Social interaction** Since online education can be accessed at home or any other convenient place, there is very limited direct interaction with the teacher and other people doing the course. According to Dharendra Kumar (2010), especially those courses which are self-paced, there is very less discussion among the peers. Most of the discussion takes place through e mail, chat room or discussion groups. There isn't any campus atmosphere to improve social interaction. So you are not able to develop any social links which do help in the career growth.
3. **Questionable credibility of degrees** Although industry has started recognizing online degrees, there are still a lot of fraudulent and non-accredited degrees being offered online. The number of scam operators is rising who are offering fake certificated which does not

have any credentials. These scams not only losses the credibility of the online certificates but also the faith of prospective employer in online programs.

4. Motivations

Some students need the push to get to the class. In case of self-paced online programmes, student may procrastinate. The dropout rate in online education is very high. Self-motivation and discipline is required to complete the assignments and upload them timely. If you have difficulty working independently, staying organized and meeting deadlines, you might struggle in an online program.

5. Language of the Course India is a multi-linguistic country, and a vast majority of the population comes from rural areas. The content offered by most of the online courses is in English. Hence, those students who are not able to speak English struggle with the availability of language content. Hence, it is the duty of computer professionals, educators, administrators, language content creators, and content disseminators, to sit together and give a viable framework and standard solution to the learners knowing only Indian languages.

Opportunities in Online Education Change in technology is offering many opportunities for all stakeholders in the online education sector which includes entrepreneurs, education providers and learners. Some of the factors offering different opportunities in this domain include:

1. Mobile Learning According to a report in Stastia (2018), in the year 2017 there were 320.57 million people who accessed the internet through their mobile phone. This figure is projected to increase to 462.26 million by the year 2021. The surge in users is credited to availability of 4G internet and smart phones at very low price. Going forward, IAMAI hopes that the National Telecom Policy (NTP) 2018, which is focusing on new technologies like 5G, will promote better quality data services at more affordable prices and help address the digital divides that will promote internet penetration in the rural areas through mobile internet. According to report by Zenith, mobile devices will account for 73 per cent of time spent using the internet in 2018. So the vast majority of students in future will have access to e-learning through mobile phones.

2. Investor's Interest A large number of entrepreneurs are venturing into online education as this is expected to see an uptrend in the next 5 years thanks to the Digital India

campaign, the cultural importance given to education and falling mobile data prices. The Chang Zuckerberg Initiative has invested \$50 million in Byju's, Bertelsmann India has invested \$8.2 million in Eruditus, and Kaizen Management Advisors and DeVry Inc. have put in \$10 million in EduPristine. Khan Academy is a non profit organization which receives financial support from philanthropic organizations like The Bill and Melinda Gates Foundation, Google and Netflix founder Reed Hastings. Online learning platform Unacademy also raised \$11.5 million of funding led by Sequoia India and SAIF Partners; and Eruditus Executive Education, a provider of executive education programmes, had raised \$8 million funding from Bertelsmann India Investments. So, the online education sector will continue to spark more interest among entrepreneurs, investors and attract more funding.

3. Blended Model There will be convergence of the offline education and online education in future. This concept of blended learning combines online digital media with traditional classroom methods. It requires the physical presence of both teacher and student, but student has some control over time, place, path, or pace. This model will take advantage of both face-to-face classroom practices combined with computer-mediated activities. In future, there will be virtual classrooms where face to face offline pedagogy will be aided by digital courses on practical knowledge and soft skills.

4. New Courses Today the most popular courses in online education are related to IT which includes subjects like big data, cloud computing, and digital marketing. But in future demand for different types of courses in unexpected subjects such as culinary management, photography, personality development, forensic science, cyber law, etc. will increase.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Physics Wallan Private Limited (commonly known as Physics Wallah; or simply PW) is an Indian multinational educational technology company headquartered in Noida, Uttar Pradesh. The company was founded by Alakh Pandey in 2018 as a YouTube channel aimed at teaching the physics curriculum for the Joint Entrance Examinations (JEE). In 2020, Pandey, along with his cofounder Prateek Maheshwari created the Physics Wallah app, which allowed students to access courses related to the National Eligibility cum Entrance Test (NEET) and Joint Entrance Exam (JEE). In June 2022, after raising \$100 million during its initial funding round, the company reached a valuation of \$1.1 billion, becoming a unicorn company



Trade name	Physics Wallah
Company type	Private Industry
Edtech Founded	2016 8 years ago (as a YouTube channel) 2020; 4 years ago (as an ed-tech platform)
Founders	Alakh Pandey Prateek Maheshwari
Headquarters	A-13/5, Sector 62, Noida, India

CHAPTER 3

LITERATURE REVIEW

LITERATURE REVIEW

Review of Literature There are many definitions of online learning.

Khan (1997) has defined online learning as the delivery of instruction to a remote audience using the web as an intermediary. Elaine Allen, Jeff Seaman (2011) have defined Online courses as those in which minimum 80 percent of the course content is delivered online and Face-to-face instruction are those courses in which less than 30 percent of the content is delivered online.

According to Stack, Steven Dr. (2015), online education has proliferated in the last decade. His research has not found any major difference in the scores of the students taking online course and face to face classes.

Another research done by Dr. Fahad N. Al-FAHAD investigates the students' attitudes and perceptions of 186 University Student's from different colleges towards effectiveness of mobile learning in their studies. Their research findings indicate that students perceive Mobile technologies as an effective tool in improving their communication and learning.

Herman, T., & Banister, S. had done a research on comparison of cost and learning outcomes of traditional and Online coursework. Their findings shows that online course engages students in the learning process, supports strong student learning outcomes, and saves cost for the university also.

According to a report by Google and KPMG, the online education market in India at the end of December, 2016 was \$247 million and it will reach \$1.96 billion by 2021. Also India's online education market is the second largest market after US. The findings of the report also states that the paid user base for online education services will also grow at least by six times i.e. approximately 9.6 million users by 2021.

CHAPTER 4

RESEARCH STUDY

PROBLEM DEFINITION

1. There is lack of Motivation in Students because of online process.
2. Online educators don't have infrastructure so the classes taken online.
3. Many times online learning faces digital Literacy and Technical Issues because of server issue.
4. Online education skip the opportunity of In-person Interaction so there lack of communication.
5. There are very few successful online Ed. Tech.

NEED OF STUDY

- To Examine Physics Wallah marketing strategy provides on consumer preferences, and emerging trends.
- To Analyze Physics Wallah's positioning within the EdTech market

OBJECTIVE OF STUDY

- To analyse current trends in the EdTech market.
- To understand marketing strategies of physics Wallah.
- To understand consumer preferences.
- To determine specific the target audience that Physics Wallah.

HYPOTHESIS

Null Hypothesis (H0): There is no significant difference in customer engagement between Physic Walla's online and offline marketing strategies.

Alternative Hypothesis (H1): There is a significant difference in customer engagement between Physic Wallan's online and offline marketing strategies.

LIMITATIONS OF THE STUDY

1. The study time period was 45 days only. I could collect more information if I had more time.
2. The study is limited to Physicswallah. There are many online Ed-tech educators.
3. The sample size was 50 as it is too difficult to collect online responses.

CHAPTER 5

RESEARCH METHODOLOGY

Research Methodology

Here, we are using a description form of research design, where we are primarily interested in describing the interested topic that is the subject of the research.

This method include data collection, analysis, comparative study between Ed Tech companies and presentation. It help us clearly present the marketing statement in order to allow other to better understand the need for this kind of research.

Technique of Data Collection

1. Primary Data:-

Primary data is information that is used or obtained for the first time and has never been used before. There are a variety of primary data sources from which information can be gathered.

2. Secondary Data:-

Secondary data is information that is already available in a ready-to-use format and has been used by people for a variety of purposes. Secondary data can come from a variety of places, including newspapers, periodicals, journals, books, reports, records, and other publicly available material.

CHAPTER 5

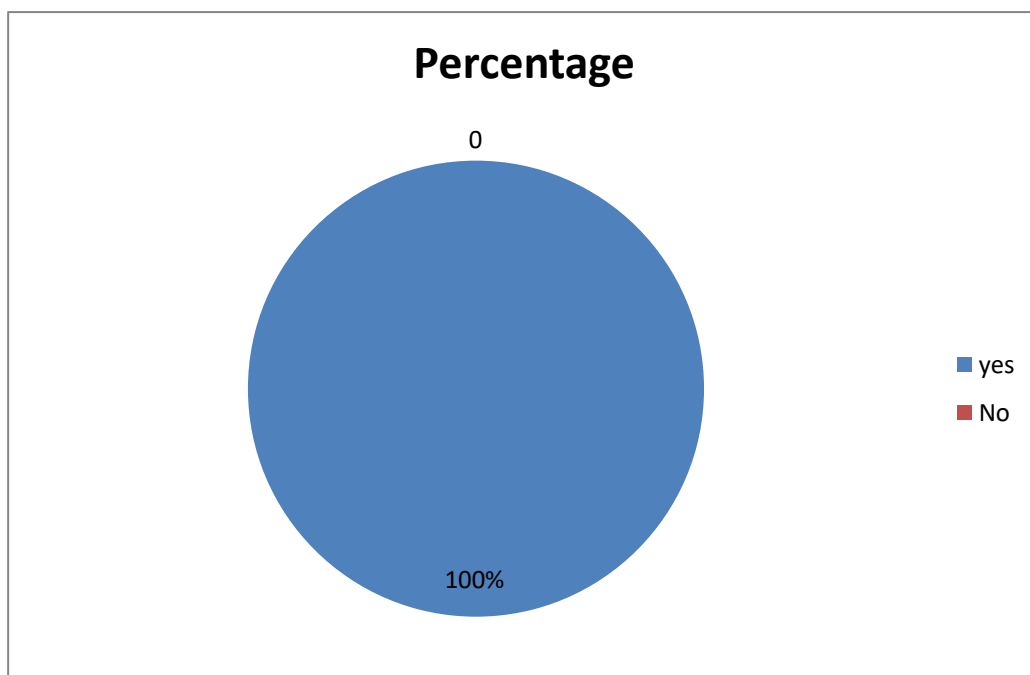
DATA ANALYSIS AND

INTERPRETATIONS

DATA ANALYSIS AND INTERPRETATIONS

1. Do you know about online education?

Online Ed.	Responses	Percentage
Yes	50	100%
No	-	-
Total	50	100%

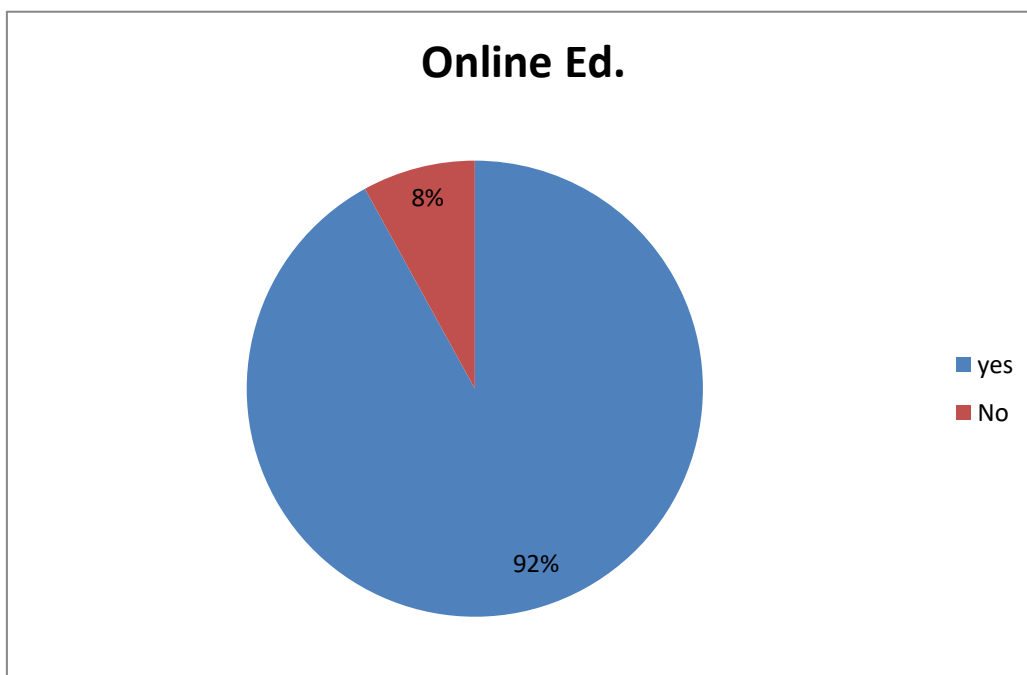


INTERPRETATIONS

The above graph shows that the 100% students know about the online education.

2. Do you like to study with any online Ed- Tech?

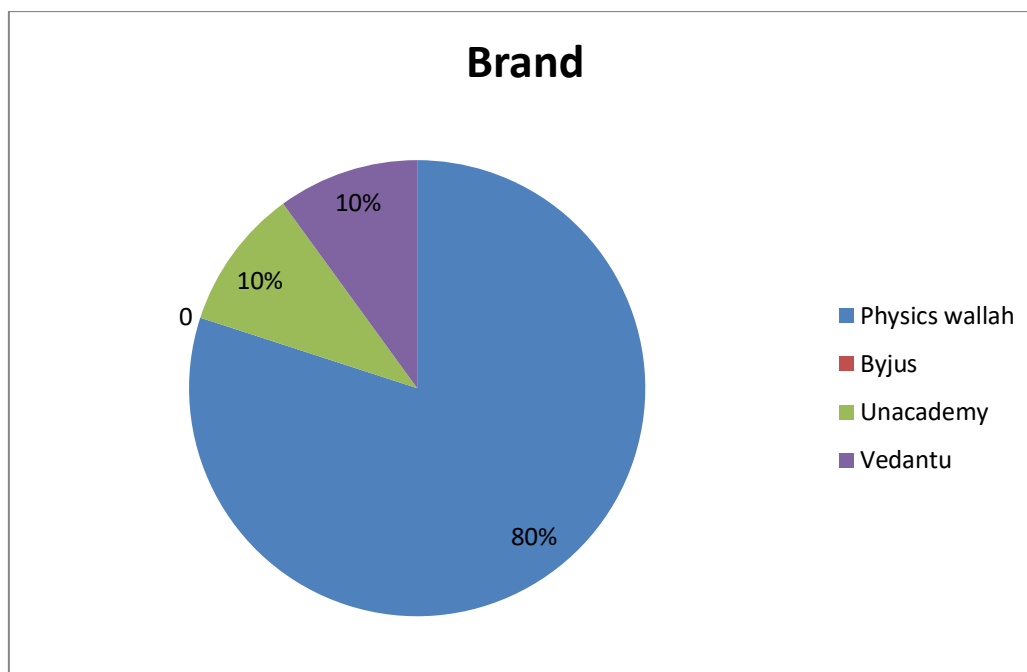
Online Ed.	Responses	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

**INTERPRETATIONS:**

The above graph shows that 92% like to study online courses whereas 8% do not like but have to study due to transportation reason.

3. Which Brand of Online Ed-Tech you will prefer?

Brand	Responses	Percentage
Physics wallah	40	80%
Byjus	-	-
Unacademy	5	10%
Vedantu	5	10%
Total	50	100%

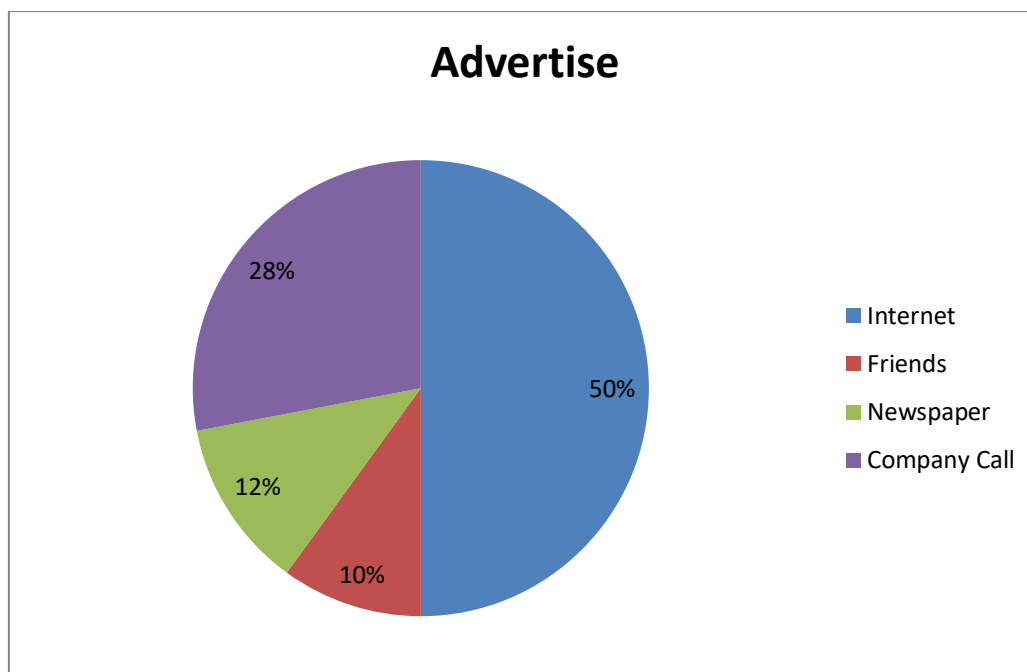


INTERPRETATIONS

The above graph shows that 80% students prefer Physics wallah, 10% wants to go with UNACADEMY, 10% WITH Vedantu.

4. From where you come to know about Physics wallah?

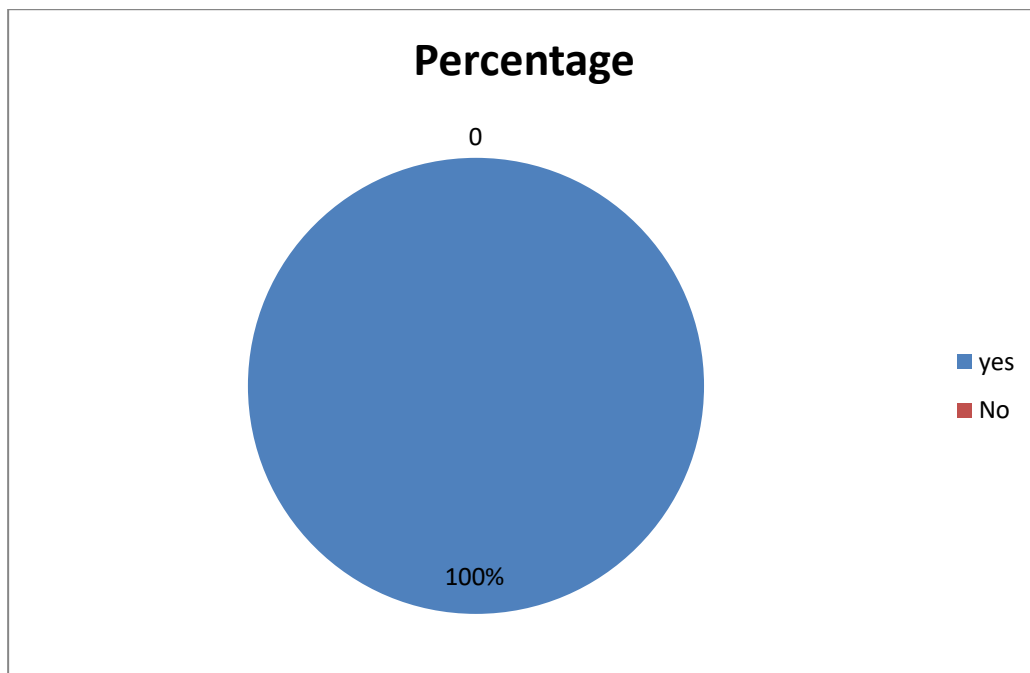
Advertise	Responses	Percentage
Internet	25	50%
Friends	5	10%
Newspaper	6	12%
Company Call	14	28%
Total	50	100%

**INTERPRETATIONS**

The above graph shows that 50% students know about the Physics wallah through Internet, 10% come to know through friends, 12% know through Newspaper and 28% through Company call.

5. Have you registered for Ed- Tech at Physics wallah?

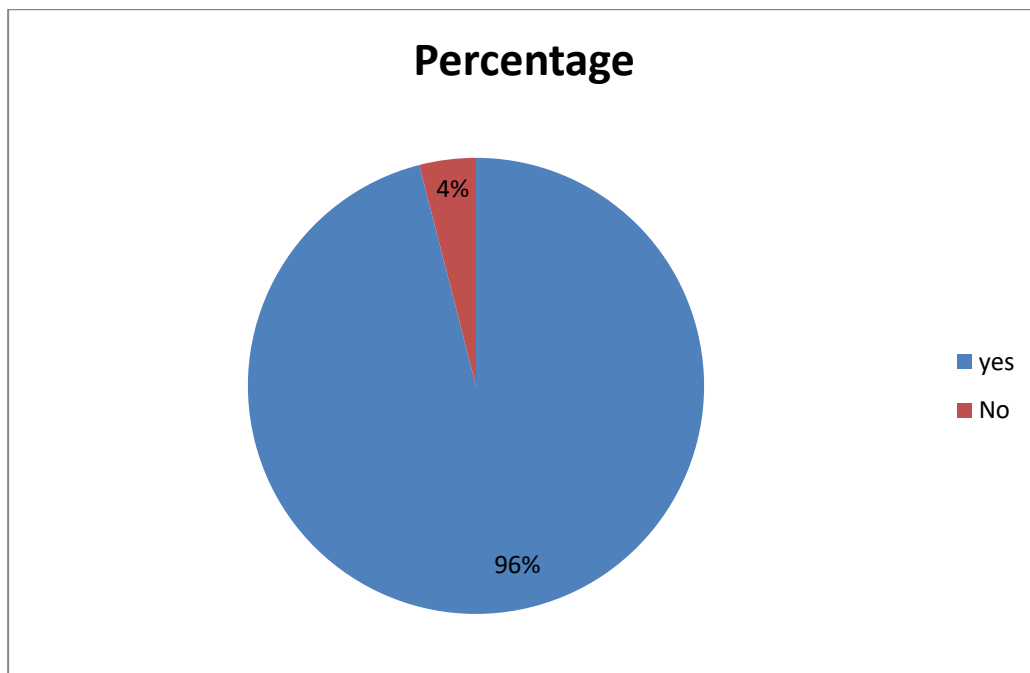
Online Ed.	Responses	Percentage
Yes	50	100%
No	-	-
Total	50	100%

**INTERPRETATIONS**

The above graph shows that the 100% students register on Physicswallah.

6. Is there regular classes conducted at Physics wallah?

7. Online Ed.	Responses	Percentage
Yes	48	96%
No	2	4%
Total	50	100%



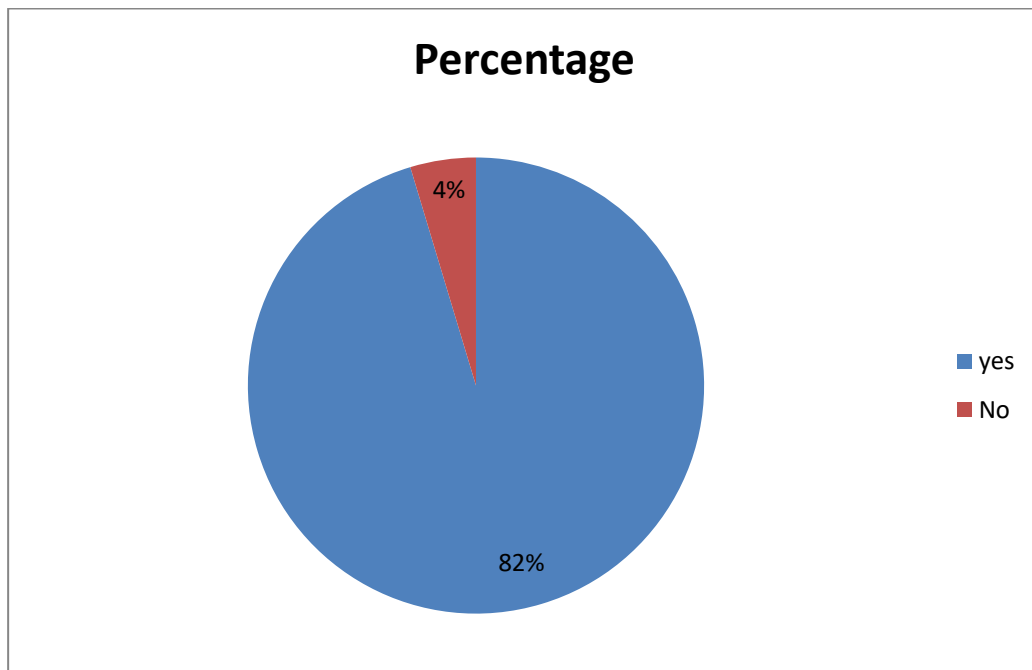
INTERPRETATIONS

The above graph shows that the 96% students agreed about the regular classes on Physicswallah only 4 % deny.

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7. Do you understand the topic properly at your online Ed-Tech Physics wallah?

Online Ed.	Responses	Percentage
Yes	40	80%
No	10	20%
Total	50	100%

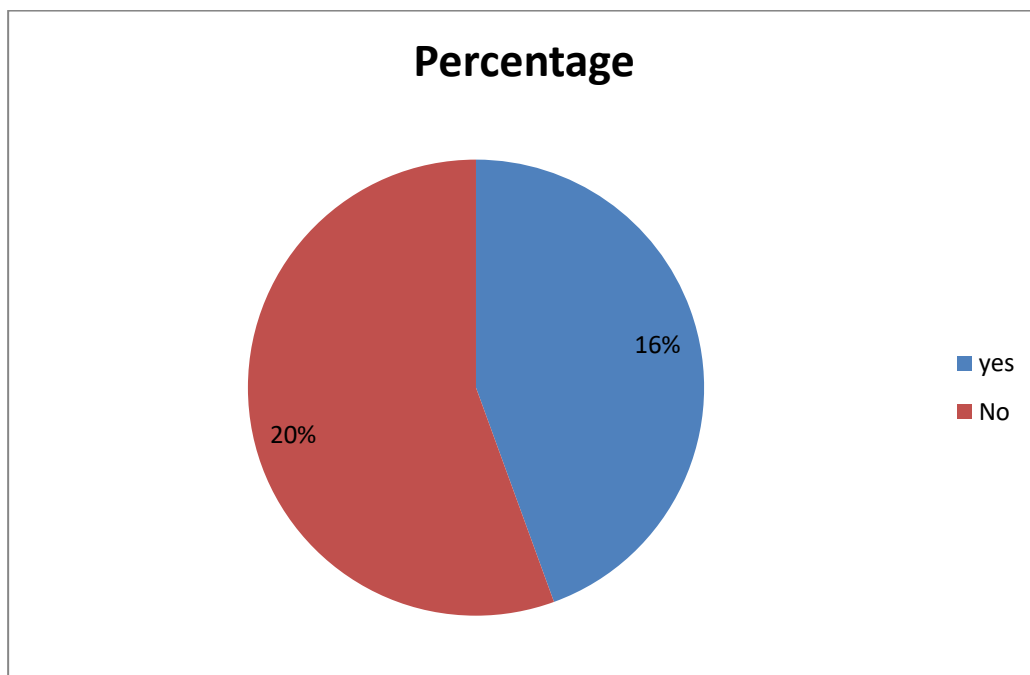


INTERPRETATIONS

The above graph shows that the 80% students agreed about the topic understood properly at physics wallah whereas 20% deny.

8. Do you face any problems?

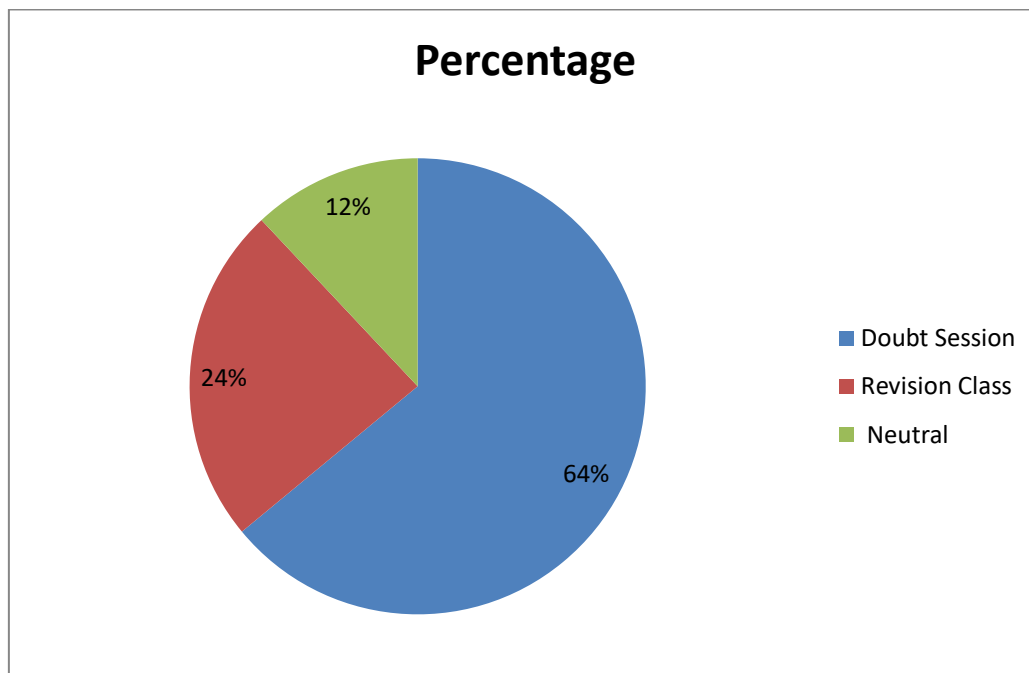
Online Ed.	Responses	Percentage
Yes	8	16%
No	42	84%
Total	50	100%

**INTERPRETATIONS**

The above graph shows that the 16% students faces some problems due to internet issue whereas 84% students do not face any problem.

9. How can you clear your doubts in topics at Physics wallah?

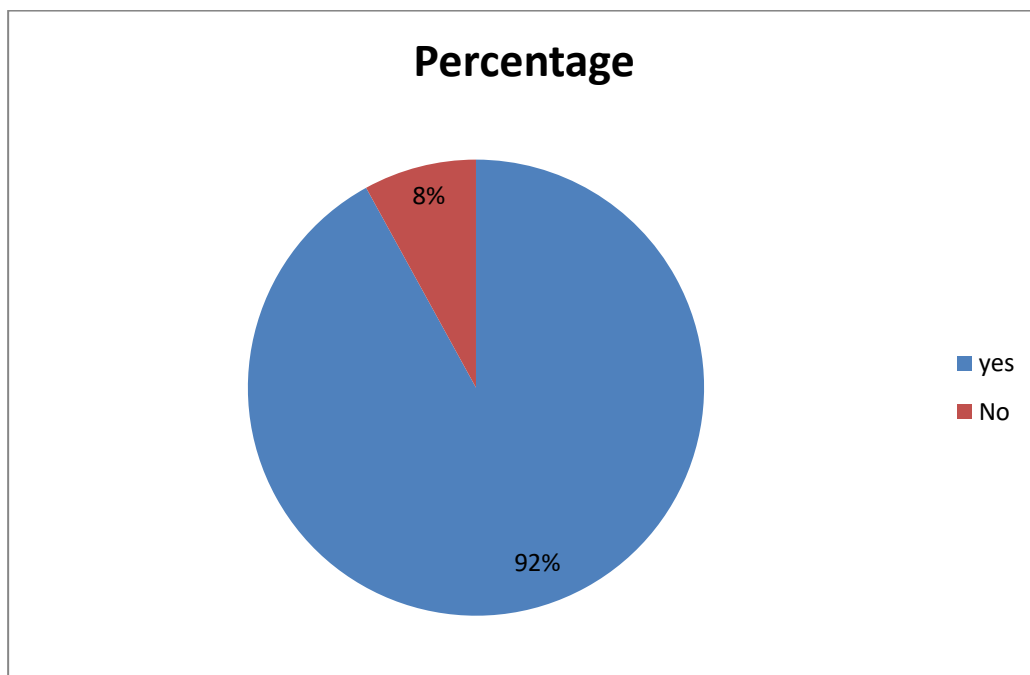
Doubt	Responses	Percentage
Doubt Session	32	64%
Revision Class	12	24%
Neutral	6	12%
Total	50	100%

**INTERPRETATIONS**

The above graph shows that 64% students attend the doubt class, 24% learn through revision class only 12% remains neutral.

10.Do you have regular tests of your subjects?

Tests	Responses	Percentage
Yes	46	92%
No	04	8%
Total	50	100%

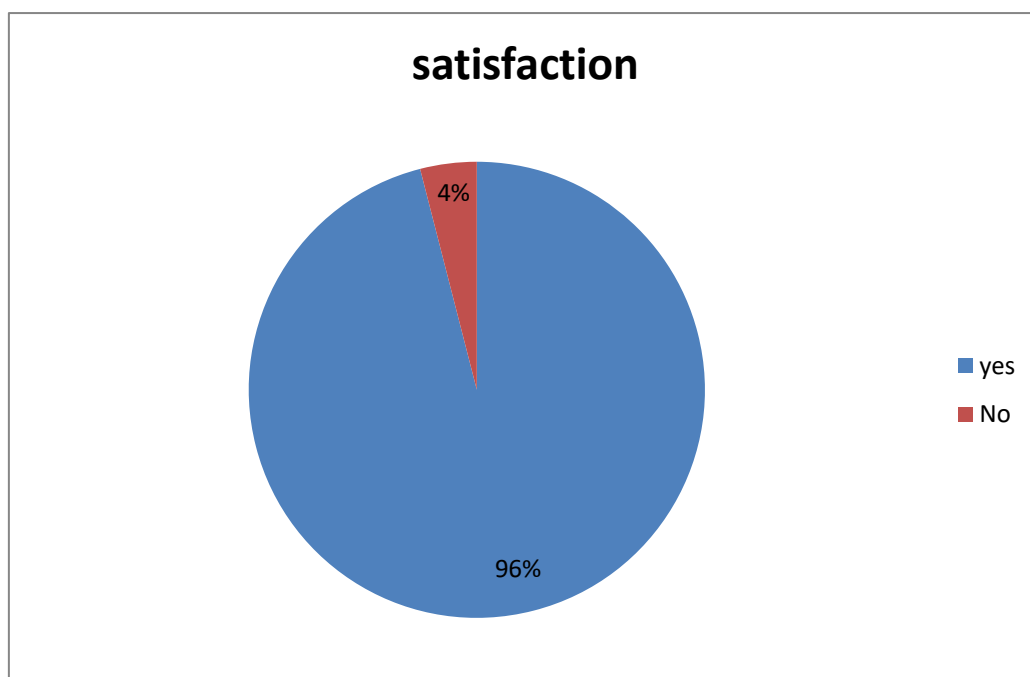


INTERPRETATIONS

The above graph shows that the 92% students give regular tests on Physics wallah and % deny.

11.Do you have satisfaction at online Ed-Tech at Physics wallah?

satisfaction	Responses	Percentage
Yes	48	96%
No	2	4%
Total	50	100%



INTERPRETATIONS:

The above graph shows that 96% students are satisfied with the Physics wallah and 4% do not satisfied.

CHAPTER 7

FINDINGS

FINDINGS

- The above graph shows that the 100% students know about the online education.
- The above graph shows that 92% like to study online courses whereas 8 % do not like but have to study due to transportation reason.
- The above graph shows that 80% students prefer Physics wallah, 10% wants to go with UNACADEMY, 10% WITH Vedantu.
- The above graph shows that 50% students know about the Physics wallah through Internet, 10% come to know through friends, 12% know through Newspaper and 28% through Company call.
- The above graph shows that the 100% students register on Physicswallah.
- The above graph shows that the 96% students agreed about the regular classes on Physicswallah only 4 % deny.
- The above graph shows that the 80% students agreed about the topic understood properly at physics wallah whereas 20% deny.
- The above graph shows that the 16% students faces some problems due to internet issue whereas 84% students do not face any problem.
- The above graph shows that 64% students attend the doubt class, 24% learn through revision class only 12% remains neutral.
- The above graph shows that the 92% students give regular tests on Physics wallah and % deny.
- The above graph shows that 96% students are satisfied with the Physics wallah and 4% do not satisfied.

CHAPTER 8

CONCLUSION

CONCLUSION

A study of EdTech companies' marketing strategy focused on Physics Wallah reveals several important insights.

1. Physics Wallah's success stems from its commitment to providing high-quality and accessible educational content available to students. Their focus on providing comprehensive and understandable material has helped them build a strong reputation among students and parents alike.
2. Physics Wallah has effectively used digital platforms such as YouTube and its website to reach a wide audience. Using these platforms, they were able to offer free content to users while monetizing ads and subscription models.
3. Physics Wallah's interactive teaching style that includes live lessons, problem-solving sessions and interactive quizzes. , helped promote student engagement. This personalized approach has helped retain users and build a loyal customer base.
4. Physics Wallah has successfully built a strong community around its brand where students can interact with each other and teachers. This sense of togetherness and support has contributed to the overall success of the platform.
5. The company has demonstrated a willingness to adapt to changing market dynamics and technological developments. Through constant innovation and the introduction of new features, Physics Wallah has stayed ahead of the competition and remained relevant in the ever-evolving EdTech environment

Finally, Physics Wallah's marketing strategy is characterized by a focus on quality content and the use of digital platforms. , interacting with students, building community and adaptability.

CHAPTER 9
SUGGESTION &
RECOMMENDATIONS

SUGGESTION & RECOMMENDATIONS

Based on the results of the analysis, this section provides practical suggestions and recommendations to improve Physics Wallah's marketing strategy.

These recommendations may include:

Increase content diversity: Diversify content offerings to serve a wider range of students and departments. **Using interactive technologies:** Include interactive elements such as quizzes, simulations, and live sessions to increase user engagement.

Expand the interactive technologies. social network Media Outreach: Increasing presence on emerging social media platforms and leveraging influencer partnerships to reach new audiences.

Personalization and Personalization: Delivering personalized learning experiences and targeted marketing campaigns based on user preferences and behaviours.

Building Community: Creating a sense of community between people. users through forums, discussion groups and peer-to-peer.

CHAPTER 10

BIBLIOGRAPHY

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Websites are:-

<https://interobservers.com/marketing/>

<https://www.edtechplatform.net/>

[Physics Wallah - Wikipedia](#)

CHAPTER 11

ANNEXURE

ANNEXURE

Name: - _____

Age: - _____

Contact: - _____

1. Do you know about online education?

Yes

No

2. Do you like to study with any online Ed- Tech?

Yes

No

3. Which Brand of Online Ed-Tech you will prefer?

Physics wallah

Byjus

Unacademy

Vedantu

4. From where you come to know about Physics wallah?

Internet

Friends

Newspaper

Company Call

5. Have you registered for Ed- Tech at Physics wallah?

Yes

No

6. Is there regular classes conducted at Physics wallah?

Yes

No

7. Do you understand the topic properly at your online Ed-Tech Physics wallah?

Yes

No

8. Do you face any problems?

Yes

No

9. How can you clear you doubts in topics at Physics wallah?

Doubt Session

Revision Class

Neutral

10. Do you have regular tests of your subjects?

Yes

No

11. Do you have satisfaction at online Ed-Tech at Physics wallah?

Yes

No