A Study on Critical Determinants of Viral Marketing Success in Edtech Industry

Submitted in Partial Fulfillment of the Requirements for the Award of the Degree of
Master of Business Administration of Roorkee Institute of Technology

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DECLARATION

I hereby declare that the Project reported titled "A STUDY ON DETERMINANTS OF VIRAL MARKETING SUCCESS IN EDTECH INDUSTRY", submitted to Roorkee Institute of Technology in the partial fulfillment of the requirement for the award of Degree of Master of Business Administration is a record of Bonafede and independent report carried outby me. This report does not form part of any previous reports submitted to this university or any other university for the award of any degree/ diploma/associateship or other similar title.

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GUIDE CERTIFICATE

This is to certify that the project titled "A STUDY ON DETERMINANTS OF VIRAL MARKETING SUCCESS IN EDTECH INDUSTRY" is an original work of Rahul Shah Reg. No. 220240505025 and is being submitted in partial fulfillment for the award of the Master's degree in Business Administration of Roorkee Institute of Technology. The report has not been submitted earlier either to this University/Institution or any other institution for the fulfillment of the requirement of a course of study.

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ABSTRACT

This study investigates the critical determinants of viral marketing success within the EdTech industry. As the sector experiences rapid growth and transformation, understanding the factors that drive successful viral marketing campaigns becomes essential for EdTech companies seeking to optimize their marketing strategies and gain a competitive edge. The primary objective of this research is to identify and analyze these key determinants, with secondary objectives focusing on the roles of social media platforms, user-generated content, online communities, product innovation, and influencer marketing. Utilizing descriptive research methods, this study employs surveys, social media metric analyses, and content analyses to measure and evaluate the effectiveness of viral marketing strategies in the EdTech sector. The findings aim to provide valuable insights and practical recommendations for EdTech companies, contributing to both academic research and the industry's strategic development.

ACKNOWLEDGEMENT

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INTRODUCTION

A. Introduction

Viral marketing is a modern marketing tactic that makes use of online and social media platforms toquickly and widely disseminate marketing messages. The word "viral" describes how quickly and widely these messages can spread from one person to the next, much like a virus. Viral marketing focuses on creating content that resonates with people and entices them to share it with their connections, as opposed to traditional marketing, which relies on direct advertising.

The power of viral marketing as a tactical tool cannot be understated in the constantly changing landscape of the education technology (EdTech) sector, where innovation and digital transformationare redefining old learning paradigms. Rapid information transmission via digital media has made it possible for EdTech enterprises to achieve previously unheard-of visibility and engagement levels. This research explores the fascinating world of viral marketing in the EdTech industry with the goal of figuring out the many factors that contribute to its success. This study aims to foster a deeper understanding of how to successfully harness the power of virality in educational contexts by examining the factors that contribute to the viral spread of EdTech campaigns. It does this by examining the industry practitioners' and researchers' assumptions about what factors influence the viral spread of EdTech campaigns.

Viral marketing is a piece of content created by a company or individual that makes it easy for customers to share it with their friends and family, thereby creating promotion and brand awareness.signal immediately. Viral marketing is one of the marketing efforts aimed at persuading users or websites to convey a marketing message to other users or websites in the internet world.

These strategies have a rapid growth rate to get the message across to thousands of millions of users. Viral marketing today includes various platforms including blogs, emails, promotional games, corporate websites, chat rooms, email, social media, eBooks, branded software, and more. signs, interactive flash games, pictures, video clips or even text messages. . Through this comprehensive toolkit, marketing messages are delivered to users either through marketers or frompotential buyers to other users. In addition, 24nswer24u's innovation in viral marketing enables marketers to innovate new means and forms of viral messaging, including on mobile devices.

Viral marketing is an advertising method that encourages a site, Web, email, or remote to relay a message to different destinations or customers, resulting in exponential message visibility and impact. May increase to Viral marketing is surprisingly attractive to businesses as it can generally deliver amazing results in a short time frame's publishing and advertising spending plans are not as advanced as they once Were, and is recognized investment funds leveraging viral Web development strategies are too attractive to even ignore.

➢ Impact of Viral Marketing

- **Exponential Reach:** viral marketing has the potential to reach a large number of people in a short amount of time. Social media's sharing capabilities extend the reach beyond what traditional advertising can do.

- **Cost-effective Distribution:** viral content distribution reduces the need for large advertising budgets.If a content is widely shared, organic sharing can lead to significant exposure at a low cost.

- **Brand Awareness:** viral marketing campaigns can significantly increase brand awareness. When people share a brand or product, they introduce it to their network.

- **Engagement Rates**: As more people share, like, comment, and comment on viral content, it tends toincrease engagement rates. This can create a sense of community around the brand.

- **Challenges:** While viral marketing can bring immense benefits, there's no guaranteed formula for success. Content might not always go viral, and the nature of online sharing can be unpredictable.

- **Reputation Management:** Viral content can shape a brand's reputation, both positively and negatively. Therefore, careful planning and consideration are essential to avoid unintended consequences.

➢ Types of Viral Marketing

Viral marketing is a powerful strategy that relies on word of mouth and social sharing to spread your marketing message quickly and exponentially. In the education technology (EdTech) industry,where the focus is on using technology to improve learning and teaching experiences, viral marketing plays a key role in reaching a wider audience. Here are some types of effective viral marketing strategies in the EdTech industry.

- Effective Content: Create high-quality, engaging content, such as educational videos, interactivequizzes, informative blog posts, and insightful infographics that engage users. You can share it with your colleagues, co-workers and network. If your content is valuable and resonates with your target audience, it can go viral.

- User Generated Content Campaigns: Encouraging users, including students and faculty, to
- create and share their own content related to your EdTech platform can be a great way to generatebuzz. This includes sharing success stories, innovative teaching methods, and creative uses of the platform.

- Challenges and Contests: Hosting educational challenges, coding contests, math quizzes, or other types of competitions using EdTech tools creates excitement and encourages participants toshare their participation and results on social media platforms.

- Influencer Partnerships: Working with education influencers, teachers, professors or prominent figures in the field can help you tap into your existing audience. They can rate your platform, sharetheir experiences, and promote it to their followers, potentially leading to viral impact.

- Interactive Simulations and Games: Develop fun and educational interactive simulations, educational games, or virtual reality experiences that encourage students and educators to share their experiences with colleagues and get excited on the platform. can be encouraged to produce

- Free Resources and Webinars: Providing access to free webinars, downloadable resources suchas eBooks and whitepapers, or limited versions of the platform allows users to use these valuable resources for educational purposes.

- Personalized Learning Experiences: Where an EdTech platform offers personalized learning paths and learning experiences, users can share their achievements and progress with friends andcolleagues and You can highlight the advantages.

- Social sharing integration: Integrate easy-to-use sharing buttons into your EdTech platform to allow users to share their achievements, completed courses, or other notable achievements directlyto their social media profiles.

- Data-Driven Insights: If a platform provides insightful data and analysis on student progress, outcomes, and learning trends, users find these insights worth sharing with their networks maybe.

- Emotional Engagement and Storytelling: Sharing inspiring stories from students and educators who have benefited from EdTech platforms provokes an emotional response and encourages users to share their stories with their circles.

➢ *History of Viral Marketing*

- *Early Adoption and Growth (2000s - Early 2010s):*
  In the early days of EdTech, viral marketing efforts were relatively limited due to the nascent natureof the industry and lack of a popular digital platform. Companies like Blackboard and Moodle have focused more on direct marketing to educational institutions. However, the emergence of social media platforms like Facebook, Twitter, and YouTube has laid the groundwork for additional viral marketing opportunities.

- *The Impact of Khan Academy (2010s):*
  Khan Academy, founded by Salman Khan, has played an important role in popularizing the concept of online education. Their platform offers free video lectures on a wide range of topics. Their simplicity and accessibility of content led to a natural sharing among students, teachers andparents, contributing to their rapid growth. Short video lessons, interactive exercises and 'gamification' of learning elements encouraged users to share the platform with others.

- *Moocs are Widely Spread (2010s):*
  Massively Open Online Courses (MOOCs) have attracted considerable attention during this period. Platforms like Coursera, edX, and Udacity offer free or low-cost high-quality courses fromtop universities. The novelty of studying at prestigious institutions and the flexibility of online courses have contributed to the widespread growth. Users shared their course results on social media platforms, inviting their friends and followers to explore these platforms as well.

- *Learn the Duolingo Language (2010s):*
  Duolingo, a language learning platform, used gamification, progress tracking and social sharing features to create a viral loop. Users are encouraged to share their language learning achievements on social networks, which not only provides social validation but also encourages others to join theplatform. Competition and the ability to learn together contributed to her viral marketing success.

- *Interactive Learning Apps (2010s):*

  A wide range of interactive learning apps, especially for children, are becoming increasingly popular for creating engaging educational experiences. Apps like ABCmouse, Memrise, and Quizlet have leveraged user-generated content and engagement to go viral. Parents, teachers, and students have shared their positive experiences with these apps, which has led to wider adoption.

- *Tiktok and Short Teaching (Late 2010s - Early 2020s):*

  As short video content became popular on platforms like TikTok, teachers and content creators started using these platforms to quickly share educational information. Short lessons, study tips andinnovative teaching methods have gone viral, engaging a younger audience and changing the way educational content is received and shared.

➢ *Techniques of Viral Marketing*

  Viral marketing techniques in the educational tech industry revolve around creating and promotingcontent that resonates with your target audience and encourages them to share it with others. Here are some effective techniques to consider:

- *Interesting Educational Content:*

  ✓ Create engaging, informative, and problem-solving educational content for learners.
  ✓ Develop interactive lessons, quizzes, simulations or challenges that encourageactive participation.

- *User Generated Content Campaigns:*

  ✓ Encourage users to create and share their educational content, such as study tips, successstories, or creative projects.
  ✓ Hold contests or challenges to motivate users to contribute their content for a chanceto win rewards.

- *Touching Story:*

  ✓ Share real stories of learners who have benefited from your EdTech platform. Highlight their challenges, progress, and achievements.
  ✓ Connect emotionally with your audience to create a stronger urge to share these stories.

- *Microlearning Excerpt:*

  ✓ Create small, shareable educational snippets to provide quick information or advice on a particular topic. Microlearning content is more likely to be shared on social media platforms dueto its concise nature.

- *Gaming Challenge:*

  ✓ Introduced in-game challenges to encourage users to achieve specific learning milestones.
  ✓ Users can share their progress and challenge colleagues to participate, increasing thepotential to go viral.

- *Partnership with Influencers:*

  ✓ Partner with educators, industry experts, or social media influencers in the field ofeducational technology to promote your platform.
  ✓ Influencer endorsements and reach can dramatically increase the exposure of your content.

- *User-Initiated Referral Program:*

  ✓ Implement referral programs to reward existing users for inviting their friends or colleaguesto join the platform. - Offer incentives such as discounts, free access or premium features to referrers and referred users.

- *Popular Topics and Challenges:*

  ✓ Stay up to date with current trends, events and challenges in the education sector.
  ✓ Create content that aligns with these trends to fuel ongoing discussions and increase shareability.

- *Webinars and Interactive Webinars:*

  ✓ Organize webinars or virtual seminars on relevant educational topics.
  ✓ Encourage attendees to invite their friends and spread the word about the upcoming event.

- *Commitment-based Rewards:*

✓ Reward users for their interaction with the platform, for example by taking courses,sharing information or participating in discussions.
✓ These rewards can motivate users to share their achievements and contributions.

- *Localized and Culturally Relevant Content:*

✓ Tailor your content to the needs and preferences of different regions and cultures.
✓ Localized content is more likely to resonate with a wider audience and encourage sharing.

B. Industry Profile

The Education Technology (EdTech) industry has emerged as a transformative force in modern education, leveraging technology to enhance and revolutionize the learning experience. EdTech encompasses a wide range of digital tools, platforms, and applications designed to facilitate and optimize educational processes. With the increasing integration of technology into classrooms and remote learning environments, the industry has witnessed substantial growth, attracting investments and attention from educators, students, and stakeholders alike.

The EdTech industry, a dynamic fusion of education and technology, has swiftly risen to prominence as a formidable force in modern education. With the integration of digital innovation into traditional learning approaches, the industry has unlocked a plethora of opportunities for learners and educators alike. EdTech encompasses an array of technologies, such as online learning platforms, interactive content, virtual classrooms, and data-driven analytics, all aimed at enhancing the educational experience. This industry's rapid growth has been fueled by the increasing accessibility of technology, the demand for personalized learning, and the imperative to adapt to rapidly changing educational landscapes. As EdTech continues to evolve, it holds the potential to democratize education, bridge educational gaps, and redefine the ways in which knowledge is disseminated and acquired across the globe.

The EdTech industry stands as a testament to the transformative power of technology in education. Ithas emerged as a catalyst for reshaping traditional educational models and propelling them into the digital age. EdTech encompasses a diverse array of tools and solutions, learning platforms and immersive virtual reality experiences. This industry's growth has been fueled by the growing recognition of the need for adaptable and personalized learning methods, as well as the necessity to equip learners with 21st-century skills. EdTech's impact is felt across all levels of education, from primary schools to universities and professional development. As technology continues to advance, the EdTech industry remains at the forefront of educational innovation, promising to create a more inclusive, accessible, and engaging learning environment for learners of all ages.

➤ *Evolution of EdTech*

The evolution of EdTech is a captivating journey that mirrors the rapid advancement of technology and its integration into the realm of education. Starting as a modest incorporation of computers in classrooms, EdTech has undergone a remarkable transformation, reshaping educational paradigms and redefining how knowledge is acquired and shared.

In its early stages, EdTech primarily revolved around computer-based learning programs and basic educational software. These tools aimed to enhance traditional teaching methods by introducing students to digital platforms for learning and practice. However, the real breakthrough came withthe proliferation of the internet, paving the way for online learning platforms and virtual classrooms. This marked the first significant shift towards remote and flexible learning, enabling access to educational resources from virtually anywhere in the world.

As technology continued to evolve, so did EdTech. The emergence of Learning Management Systems (LMS) brought about a centralized hub for educational content, assessments, and collaboration. This innovation enabled educators to design and manage online courses, fostering interaction and engagement among learners even in virtual spaces. Furthermore, the concept of gamification, where educational content is presented in a game-like format, added an element of funand interactivity to learning, captivating students' attention and enhancing their participation.

In recent years, the integration of artificial intelligence (AI) and machine learning (ML) has propelled EdTech to new heights. AI-powered platforms can now personalize learning experiences by adapting content to individual learning styles and pacing. This adaptability has made education more inclusive and effective, catering to diverse learning needs. Additionally, virtual reality (VR) and augmented reality (AR) have introduced immersive learning environments, enabling students to explore complex concepts through interactive simulations and experiences. The COVID-19 pandemic acted as a catalyst, accelerating the adoption of EdTech as traditional classrooms transitioned to virtual settings. Remote learning became the norm, amplifying the importance of accessible and effective EdTech solutions. The crisis underscored the industry's potential to bridge gaps in education and offer innovative solutions for continuity in uncertain times.

➢ *EdTech: Revolutionizing Education Through Technology*

Education Technology, commonly known as EdTech, is a dynamic and transformative field that merges the power of technology with the realm of education. It encompasses a wide range of digital tools, platforms, and applications designed to enhance learning experiences, promote engagement, and redefine the educational landscape. EdTech has emerged as a catalyst for change, revolutionizing traditional teaching methods and opening doors to innovative approaches that cater to the diverse needs of learners.

➢ *Evolving Education with Technology:*

The journey of EdTech began with the integration of computers in classrooms, but it has since evolved into a multifaceted domain that includes online learning platforms, interactive digital content, virtual classrooms, and sophisticated data analytics. This evolution has been driven by the increasing accessibility of technology, the growth of the internet, and the need for more personalized and adaptable learning experiences.

➢ *Empowering Educators and Learners:*

EdTech empowers educators by providing them with tools to create dynamic and interactive lessons. With the aid of multimedia resources, simulations, and gamification, educators can engage students on a deeper level and make complex concepts more accessible. Likewise, learners can take charge of their education, accessing resources at their own pace, participating in virtual discussions, and gaining skills that are relevant in today's technology-driven world.

➢ *Breaking Geographical Barriers:*

A significant advantage of EdTech is its ability to transcend geographical limitations. Online courses,webinars, and digital learning resources can be accessed by learners around the globe, democratizing education and offering opportunities to those who might not have access to traditional educational institutions. This global reach fosters cross-cultural interactions and thesharing of diverse perspectives.

➢ *Challenges and the Path Forward:*

EdTech is not without its challenges. Ensuring equitable access to technology and internet connectivityremains a concern, particularly in underserved regions. Additionally, striking the right balance between screen time and human interaction is a consideration, as the personal connection between educators and learners remains invaluable. As EdTech evolves, addressing data privacy and security concerns is paramount to building trust in digital learning environments

➢ *The Road Ahead:*

The future of EdTech is characterized by continuous innovation. The integration of artificial intelligence and machine learning will lead to more personalized learning experiences, adapting content to individual preferences and learning styles. Virtual reality and augmented reality are poised to transform education, creating immersive environments for hands-on learning across various disciplines. Furthermore, blockchain technology could revolutionize credentialing and verification of educational achievements.

➢ *History of Edtech Industry*

The history of EdTech is a journey that reflects the ever-changing relationship between education and technology. From its humble beginnings to its current dynamic state, EdTech has evolved significantly over the years, shaping the way we learn, teach, and engage with knowledge.

• *1950s-1960s: Emergence of Educational Technology*

The roots of EdTech can be traced back to the 1950s and 1960s when computers were first introduced to educational settings. Early efforts focused on computer-assisted instruction, where rudimentary programs were used to teach subjects like math and language. These efforts laid the foundation for the integration of technology into classrooms.

• *1970s-1980s: Advent of Personal Computers*

The 1970s saw the rise of personal computers, and with them came new possibilities for education. The Apple II, introduced in 1977, was one of the first computers accessible to a wider audience, including schools. Educational software became more sophisticated, enabling students to engage with interactive lessons and simulations.

• *1990s: The Internet Revolution*

The proliferation of the internet in the 1990s marked a pivotal moment for EdTech. The WorldWide Web provided a platform for sharing educational resources and information globally. Online learning platforms and websites emerged, offering access to educational content beyond the confines of traditional classrooms.

• *2000s: Rise of Online Learning and E-Learning*

The 2000s witnessed the rapid expansion of online learning and e-learning platforms. Learning Management Systems (LMS) like Blackboard and Moodle became popular in educational institutions, offering a centralized platform for course management, content delivery, and collaboration. The concept of Massive Open Online Courses (MOOCs) also gained traction, providing free or low-cost online courses to learners worldwide.

- *2010s: Personalization, Mobile Learning, and Beyond*

  The 2010s brought advancements in personalized learning, driven by the integration of artificial intelligence and data analytics. Adaptive learning platforms tailored content to individual learners' needs and progress. The proliferation of smartphones and tablets facilitated mobile learning, enabling learners to access educational content anytime, anywhere. Additionally, the use of virtual reality (VR) and augmented reality (AR) began to introduce immersive learning experiences.

- *2020s: Acceleration and Hybrid Learning*

  The COVID-19 pandemic in 2020 accelerated the adoption of EdTech. With widespread school closures, educators and learners turned to online platforms to continue education remotely. This period highlighted both the potential and challenges of remote learning. Hybrid learning models, combining in-person and online instruction, gained prominence as educational institutions sought flexible approaches to teaching.

  Looking ahead, the history of EdTech continues to unfold. As technology advances, the industry will likely witness further integration of AI, VR, AR, and data analytics, enhancing personalized and immersive learning experiences. The journey of EdTech reflects a symbiotic relationship between education and technology, one that constantly evolves to meet the changing needs of learners and educators in an ever-evolving digital landscape.

➢ *Importance of Edtech Industry*

The EdTech industry holds profound significance in modern education, contributing to transformative shifts in how knowledge is disseminated, acquired, and applied. Its importance is underscored by a range of benefits that it brings to learners, educators, institutions, and society as a whole.

- **Accessible Learning:** EdTech removes geographical barriers, making education accessible to individuals who might otherwise face limitations in pursuing traditional classroom-based learning. Online courses, digital resources, and e-learning platforms provide opportunities for learners around the world to access quality education.

- **Personalized Learning:** EdTech leverages data analytics and artificial intelligence to customize learning experiences based on individual strengths, weaknesses, learning styles, and pace. This personalized approach enhances engagement and maximizes learning outcomes.

- **Flexibility and Convenience:** Online learning and digital resources offer flexibility, enabling learners to study at their own pace and convenience. This is particularly advantageous for working professionals, parents, and individuals with busy schedules.

- **Lifelong Learning:** EdTech encourages continuous learning beyond formal education. It supports upskilling and reskilling, enabling individuals to adapt to evolving job markets and acquire new skills throughout their lives.

- **Interactive Content:** EdTech platforms provide interactive multimedia content, simulations, and gamified learning experiences that engage learners in active participation. This approach enhances understanding, retention, and application of concepts.

- **Collaborative Learning**: EdTech facilitates collaboration among learners through online discussions, group projects, and shared resources. This promotes peer-to-peer learning and the development of critical teamwork skills.

- **Professional Development for Educators:** EdTech offers educators tools to enhance their teaching methods and engage students more effectively. Training in using technology in the classroom helps educators adapt to modern learning environments.

- **Cost-Effectiveness:** EdTech can reduce the cost of education by eliminating the need for physical infrastructure and printed materials. It also enables institutions to reach a broader audience with minimal overhead.

- **Inclusion and Equity:** EdTech has the potential to bridge educational gaps by providing access to quality education for marginalized and underserved communities. It contributes to more equitable learning opportunities.

- **Innovation in Teaching**: EdTech encourages innovative teaching methodologies, enabling educators to experiment with diverse approaches and integrate technology to enhance learning experiences.

- **Data-Driven Insights:** EdTech generates valuable data on student performance and engagement, allowing educators and institutions to make informed decisions to improve instructional strategies.

- **Global Impact**: The EdTech industry has a global reach, fostering cross-cultural interactions and the sharing of educational practices and ideas across borders.

- **Preparedness for the Digital Age:** In a world driven by technology, EdTech equips learners with digital literacy skills and familiarizes them with digital tools, preparing them forsuccess in the modern workforce.

➢ *Market Segmentation of Edtech Industry*

Market segmentation within the EdTech industry involves dividing the market into distinct groups based on shared characteristics, needs, and preferences. This approach enables companies to tailor their products, services, and marketing strategies to effectively target specific segments. The EdTech industry encompasses a diverse range of stakeholders, including learners of different ages, educators, educational institutions, and corporate training entities. Here are some common segmentswithin the EdTech industry:

- *K-12 Education:*

This segment focuses on providing digital tools, platforms, and content for students in kindergarten through 12th grade. It includes interactive learning apps, digital textbooks, e-learning platforms for teachers, and classroom management software.

- *Higher Education:*

Higher education encompasses colleges, universities, and postgraduate institutions. EdTech solutions for this segment include Learning Management Systems (LMS), online course platforms, virtual labs, and collaborative tools for research and study groups.

- *Professional Training and Development:*

This segment caters to individuals and organizations seeking to enhance skills and knowledge. It includes online certification programs, corporate training platforms, and courses for career advancement.

- *Language Learning:*

EdTech solutions targeting language learning offer courses, apps, and platforms to help individuals acquire new languages. These range from basic vocabulary builders to comprehensive language proficiency courses.

- *Special Education:*

This segment focuses on providing tools and resources tailored for individuals with special educational needs. These solutions may include assistive technologies, communication apps, and interactive learning experiences designed to accommodate diverse learning styles.

- *STEM Education:*

EdTech solutions for Science, Technology, Engineering, and Mathematics (STEM) education offer interactive simulations, coding platforms, robotics kits, and other resources aimed at promoting engagement and interest in these disciplines.

- *Professional Educators:*

This segment includes platforms and resources designed to assist educators in improving theirteaching methods, sharing best practices, and accessing instructional materials aligned with educational standards.

- *Parental Engagement:*

EdTech solutions aimed at parents offer tools to monitor and support their children's education. These may include communication platforms with teachers, progress tracking apps, and resourcesfor at-home learning.

- *Test Preparation and Tutoring:*

This segment provides online platforms for test preparation, offering practice tests, study guides,and interactive tutorials to help individuals prepare for standardized tests and exams.

- *Corporate Learning and Development:*

For businesses, this segment focuses on corporate training solutions. It includes Learning Management Systems for employee development, compliance training, and upskilling initiatives.

- *Higher Education Administration:*

This segment provides administrative tools and platforms for colleges and universities to manageadmissions, student records, course scheduling, and other institutional functions.

Segmenting the EdTech market allows companies to better understand the unique needs and preferences of each group, tailoring their offerings and strategies to effectively serve these diverse segments within the education and training landscape.

➢ *Current Scenario of Edtech Industry*

The EdTech industry was undergoing significant growth and transformation, driven by various factors including technological advancements, changing learning preferences, and the impact of the COVID-19 pandemic. However, please note that the information provided might not reflect the very latest developments in the EdTech industry beyond September 2021. Here's a snapshot of the then-current scenario:

• *Accelerated Growth due to the Pandemic:*

The COVID-19 pandemic forced educational institutions worldwide to adapt to remote and hybrid learning models, leading to a surge in demand for digital learning solutions. EdTech platforms witnessed increased adoption as schools, colleges, and universities turned to online tools to continueeducation.

• *Remote Learning Technologies:*

Remote learning platforms, video conferencing tools, Learning Management Systems (LMS), andcollaborative software became essential components of the education ecosystem. EdTech companies that offered user-friendly and engaging remote learning solutions experienced rapid growth.

• *Focus on Digital Content Creation:*

EdTech companies emphasized the creation of high-quality digital content, including interactive videos, simulations, and gamified learning experiences. This approach aimed to make online learning engaging and effective, replicating the benefits of in-person teaching as closely as possible.

• *Personalized Learning and AI:*

Artificial Intelligence (AI) and machine learning played a pivotal role in EdTech by enabling personalized learning experiences. AI algorithms analyzed learner behaviors and performance toprovide tailored recommendations and adaptive content, enhancing learning outcomes.

• *Skill-Based Learning and Professional Development:*

EdTech platforms increasingly catered to the demand for upskilling and reskilling, offering coursesand programs aligned with current job market requirements. Individuals sought out platforms that could help them acquire new skills or enhance existing ones to remain competitive in their careers.

• *Hybrid Learning Models:*

As schools and colleges gradually reopened, hybrid learning models gained prominence. These models combined in-person and online instruction to provide flexibility and accommodate differentlearning preferences.

• *Investment and Funding:*

The EdTech sector attracted substantial investment and funding, reflecting its potential for growthand innovation. Startups and established EdTech companies alike received attention from venture capitalists and institutional investors.

• *Challenges and Concerns:*

While the EdTech industry offered numerous benefits, it also faced challenges. Issues related todata privacy, equitable access to technology, maintaining engagement in online learning environments, and the potential for educational inequalities were topics of concern.

• *Continued Innovation:*

The EdTech industry remained dynamic and innovative, exploring emerging technologies such as virtual reality (VR), augmented reality (AR), and blockchain for credentialing and verification.

Given the rapidly evolving nature of technology and education, it's important to consider that thecurrent state of the EdTech industry could have further evolved since my last update. To get the most accurate and up-to-date information, I recommend referring to recent industry reports, newsarticles, and authoritative sources.

➢ *Future Scenario of Edtech Industry*

The use of the latest educational technology, or EdTech, in school settings has increased dramaticallyaround the world in an effort to support teaching and learning and enhance student learningoutcomes. More recent trends in the education system have been towards personalized, adaptive, and student-centered learning models, incorporating intelligent classrooms, digitized learning contentand pre-recorded teacher videos enhancing the learning experience.

In India, EdTech has played an important role and contributed significantly to uplifting the standard of education over the last few years. The breakout of the Covid-19 pandemic has also initiated the growth of the EdTech industry in the country which was growing at a moderate pace and is expectedto record an exponential growth of US$ 30 billion by 2031.

➢ *Driving Force For Edtech Growth*

• *Affordable Online Education:*
Parents in India spend a lot of money on their children's education and additional skill learning. And, pursuing skill development offline is extremely costly. The EdTech players offer learning programs which are readily available without paying high administrative fees. As a result, users benefit from the savings, which increase the courses' affordability, and according to KPMG research on online education in India in 2021, online skill learning courses are 53% less expensive than offline options.

• *Availability of Quality Education:*
Students are given access to high-quality education through online resources. EdTech companies are helping educational institutions not equipped with the latestdigital infrastructure to bridge the gap to a considerable extent by supplementing with the resourcesto support the e-learning model. Not only this, online courses are more successful in keeping up to date with the latest technological developments. These courses are well created with the help of subject matter experts. It is predicted that the online education market in India is expected to grow by US$ 2.28 billion during 2021-2025, growing at a CAGR of almost 20%.

• *Lack of Educational Infrastructure and Qualified Faculty:*
The reach of educational institutions may be constrained by the growing population, but the expansion of the EdTech sector offers an alternative, such as intellectual infrastructures like libraries and qualified, well-trained teachers, fora seamless experience to serve many students without the need for physical school infrastructure.

• *Upskilling Demand Among Working Professionals and Job Seekers:*
Due to automation and a recession in the global economy, the Indian job market is straining under the dual pressure of layoffs and a lack of available jobs. Players in the EdTech industry are making it possible for professionals and job seekers to progress their careers and acquire new skills. The online skill courses by the EdTech companies are affordable, provide hands-on knowledge, which can be completed in a shorter time than an offline course, and offer flexibility in terms of personal scheduleto upskill or reskill at their convenience.

• *Rise in the use of Internet and Smartphones:*
The adoption of smartphones and the internet has increased dramatically in India in recent years. Around 830 million people had internet access in 2021, and it is predicted by 2026, 1 billion people will be using smartphones in the country. For theyounger age, and aspiring students coming from tier-3 cities and remote locations who have limitedaccessibility to such skill development courses, enrolling in distance education is incredibly accessible because of the internet. These groups could use smartphones and the internet in order to complete their educational obligations and learn career skills without leaving their homes, workplaces, or cities. Digital-friendly government policies: The government has introduced a number of initiatives, including Digital India and Skill India, to promote digital literacy, build a society based on knowledge, and put into practice the three guiding principles of access, equity, andquality of education policy. Furthermore, 100% FDI through an automatic route is permitted in the Indian education sector by the government to allow entry of new EdTech players.

• *The Road Ahead*
The rise of education technology, or EdTech, has made it possible to learn at anytime, anywhere.By embracing technologies like AI, ML, and IoT, EdTech institutions and companies are adaptingtheir pedagogies for online teaching and providing these cutting-edge courses through the digital medium for a fraction of the cost.

The EdTech sector's potential to close the learning gap in the future appears to be quite promising given the trajectory of its expansion. Venture capital investments in India's EdTech sector have increased 32 times over the past 12 years, from 500 million in 2010 to 16.1 billion in 2022 and thesector is expected to reach US$ 30 billion by 2031.

➢ *Theoretical Background of the Study*
The theoretical background of a study on the determinants of viral marketing success in the EdTech industry draws from multiple disciplines to provide a comprehensive framework for understanding the factors that contribute to the spread and impact of viral campaigns within this specific context. Some relevant theoretical perspectives include:

• *Diffusion of Innovation Theory:*
This theory, proposed by Everett Rogers, explains how new ideas, products, or technologies are adopted and spread within a population. In the EdTech context, it can help identify the factors that influence the adoption of new educational technologies and how these factors interact to lead to viral marketing success.

- *Social Influence and Network Theory:*

     Network theory focuses on how information, behaviors, and trends spread through social networks. Understanding how individuals influence each other and how information flows within EdTech communities can shed light on the mechanisms behind viral marketing success.

- *Social Capital Theory:*

     Social capital refers to the value that individuals derive from their social relationships and networks. This theory can be applied to understand how strong online communities within the EdTech industry can amplify the reach and impact of viral marketing campaigns.

- *Technology Acceptance Models:*

     Models like the Technology Acceptance Model (TAM) and its extensions explore the factors that influence individuals' acceptance and use of technology. Applying these models to the EdTech industry can help uncover the factors that lead to the successful adoption and sharing of educational technology-related content.

- *Content Virality Frameworks:*

     Various content virality frameworks provide insights into what makes content go viral. These frameworks often consider factors like emotional appeal, relatability, storytelling, and the power of shareable content. Applying these frameworks to EdTech content can highlight how specific contentelements contribute to viral marketing success.

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- *Gamification and Engagement Theories:*

     Theories related to gamification and engagement can help understand how the gamification of EdTech content or platforms can increase user participation and sharing. By understanding the psychological motivations behind engagement, the study can identify elements that contribute to theviral spread of content.

- *Learning Theories:*

     Learning theories provide insights into how people acquire and retain knowledge. Applying learning theories to viral EdTech campaigns can help identify content formats and approaches that align with effective learning strategies, contributing to the sharing of educational content.

- *Consumer Behavior Theories:*

     Consumer behavior theories delve into the decision-making processes that individuals undergo when engaging with products or services. Understanding how individuals make decisions to share educational content can be insightful in the context of viral marketing within EdTech.

     By integrating these theoretical perspectives, the study aims to provide a comprehensive understanding of the determinants of viral marketing success in the EdTech industry. This interdisciplinary approach enables researchers to analyze viral marketing campaigns from multiple angles, ultimately contributing to a holistic and nuanced comprehension of the phenomenon

➢ *Importance of the Topic*

     The exploration of EdTech industry growth is of paramount importance due to its transformative impact on education and learning paradigms. As technology becomes increasingly intertwined witheducation, understanding the factors driving the expansion of the EdTech sector is crucial. This study offers insights into the evolving landscape, innovation trends, and the interplay between technology and pedagogy. It also facilitates informed decision-making for educational institutions, investors, policymakers, and learners. By delving into the drivers, challenges, and opportunities of EdTech industry growth, this research contributes to shaping

the future of education, promoting equitable access, and preparing individuals for success in the digital age.

➢ *Need of the Study of Topic*

The need for conducting a study on the determinants of viral marketing success in the EdTech industry is driven by the rapid growth and transformation of the sector, the unique characteristics of viral marketing, the dynamic nature of the EdTech environment, and the potential contributions to academic research. As the EdTech industry continues to expand, it becomes crucial for companies to understand the factors that contribute to viral marketing success in order to develop effective marketing strategies and gain a competitive advantage. Byuncovering these determinants, the study aims to provide valuable insights for EdTech companies, optimize their marketing efforts, adapt to the evolving landscape, and contribute to academic understanding of viral marketing strategies in the EdTech industry.

CHAPTER TWO
REVIEW OF LITERATURE AND RESEARCH DESIGN

A. Review of Literature

Graham, C.R (2006) "Blended Learning Systems", a comprehensive review of blended learning models reveals the synergy between traditional classroom methods and online tools. Graham emphasizes improved engagement and learning outcomes through personalized experiences and interactive digital resources. The text underscores the significance of intentional course design for successful integration, advocating for a balanced blend of in-person and online approaches to enhanceeducation's dynamism and learner-centered focus.

Liyanagunawardena, T. R., Adams, A. A., & Williams, S. A. (2013). "MOOCs: A systematic literature review" investigates the efficacy of Massive Open Online Courses (MOOCs) as a form of digital education. Their research finds that MOOCs offer vast accessibility, enabling a diverse global audience to access higher education. They observe that while MOOCs provide flexible learning opportunities, participant completion rates can be low due to various factors, including course design and learner commitment. While MOOCs present opportunities to democratize education, their findings suggest the importance of continuous refinement to enhance learner engagement and completion rates in this evolving digital learning landscape.

Vygotsky, L.S. (1978). Mind in Society, Vygotsky talks about how social interactions, culture, and language all affect how people learn and understand the world. He also talks about the "zone of proximal development" or ZPD, which is the difference between what someone can do on their own and what they can do with help. This theory has become a key part of educational psychology and has had a huge impact on how we think about learning and development. It's also had a big impact on collaborative learning and scaffolding, and how cultural factors play a role in education.

Deterding, Dixon, Khaled, and Nacke's 2011, "From Game Design Elements to Gameplay" explores the application of game design elements in non-game contexts, known as gamification. Their research underscores how elements like rewards and challenges can boost engagement and motivation. The study's insights have shaped discussions on using game mechanics beyond gaming, impacting design across various industries.

Ertmer et al. (2010) "Teacher Technology Change" explore the challenges and opportunities of effective technology integration for educators and policy makers navigating the ever-changing digital learning landscape. The study examines the factors that influence teachers' adoption of technology, including pedagogical beliefs and professional development, as well as contextual factors. It emphasizes the need for technology to match instructional strategies and educators' needs.

Picciano (2017) "Online Learning Theories and Frameworks" provides an in-depth look at the theoretical foundations that underlie online learning. The study examines a variety of learning theories and models and evaluates their relevance and applicability in the online learning landscape. By critically examining the efficacy of these theories Picciano helps to gain a deeper understanding of the intricacies of online education. His work provides educators and instructional designers with a step-by-step guide to optimizing online learning experiences by applying well-established educational theories.

Johnson, Adams Becker, and Estrada, (2014) "NMC Horizon Report", is a must-read for anyone looking to understand the changing landscape of education technology and how it affects teaching and learning. Every year, the report looks at key trends and challenges that will shape teaching and learning for the near and far future. It looks at when technology will be adopted and how it will affect education.It's a great resource for educators, policy makers, and stakeholders who want to plan ahead and make smart decisions.

B. Title of the Study
A Dissertation Report on "A study on determinants of viral marketing success in EdTechindustry"

C. Statement of the Problem
The statement of the problem for the study on determinants of viral marketing success in EdTech industry revolves around the central issue of understanding the key factors that contribute to viral marketing success in the EdTech industry. While viral marketing has proven to be a potent tool for promoting products and services, its application in the EdTech sector remains relatively unexplored. This study aims to address the following questions: What are the determinants of viral marketing success in the EdTech industry How do these factors influence the virality of marketing campaigns How can EdTech companies leverage these determinants to develop effective viral marketing strategies that reach and engage a wider audience By investigating these questions, the research seeks to shed light on the specific drivers of viral marketing success in the EdTech industry and provide valuable insights for marketing practitioners and researchers alike. The EdTech industry has witnessed significant growth and transformation, with an increasing reliance on viral marketing as a powerful tool for promoting products and services. However, the specific determinants that contribute to viral marketing success in the EdTech industry remain largely unexplored. This knowledge gap poses a problem for EdTech companies, as they lack a comprehensive understanding of the factors that drive viral

marketing success. Without this understanding, companies may struggle to develop effective marketing strategies and miss out on opportunities to reach their target audience, generate buzz, and gain a competitive advantage in the rapidly evolving EdTech landscape. Therefore, there is a need to conduct a study that investigates the determinants of viral marketing success in the EdTech industry, addressing the gap knowledgeand providing insights that can inform and optimize marketing strategies in this sector.

D. Scope of the Study

The scope of study on the determinants of viral marketing success in the EdTech industry is driven by the rapid growth and transformation of the sector, the unique characteristics of viralmarketing, the dynamic nature of the EdTech environment, and the potential contributions to academic research. As the EdTech industry continues to expand, it becomes crucial for companies to understand the factors that contribute to viral marketing success in order to develop effective marketing strategies and gain a competitive advantage. By uncovering thesedeterminants, the study aims to provide valuable insights for EdTech companies, optimize their marketing efforts, adapt to the evolving landscape, and contribute to academic understanding of viral marketing strategies in the EdTech industry.

E. Objective of the Study

➢ *Primary Objective:*

The primary objective of this study is to identify and analyze the key determinants that contributeto viral marketing success in the EdTech industry.

➢ *Secondary Objectives:*

- To examine the role of social media platforms in facilitating viral marketing within the EdTechindustry.
- To investigate the impact of user-generated content and online communities on the virality ofEdTech marketing campaigns.
- To assess the influence of product characteristics, such as innovation and perceived value, on the likelihood of achieving viral marketing success in the EdTech industry
- To explore the importance of influencer marketing and word of mouth referrals in promotingviral campaigns within the EdTech sector.
- To provide practical recommendations for EdTech companies on developing effective viralmarketing strategies based on the identified determinants of success.

F. Operational Definitions of Concepts

➢ *Viral Marketing Success:*

The purpose of this study, viral marketing success in this industry refers to the achievement of significant and rapid dissemination of information and ideas related to EdTech products or services through various online channels, including social media platforms and word-of- mouth referrals. It is measured by factors such as the reach and engagement of marketing campaigns, the generation of user generated content.

➢ *EdTech Industry:*

The EdTech industry refers to the sector that encompasses companies, organizations, and individuals involved in the development, provision, and utilization of digital technology-based educational products, services, platforms, or solutions. This includes online learning platforms, educational apps, digital content providers, learning management systems, adaptive learning tools, virtual reality (VR) and augmented reality (AR) applications, and other technology-driven educational resources.

➢ *Determinants:*

In this study, determinants refer to the factors or variables that influence and contribute to viral marketing success in the EdTech industry. These factors may include but are not limited to the characteristics of the marketing campaign (e.g., content, creativity), user behavior and engagement (e.g., sharing, commenting), social media platforms and algorithms, product attributes (e.g., innovation,perceived value), influencer marketing, word-of-mouth referrals, user- generated content, and online communities.

➢ *Operationalization:*

Operationalization refers to the process of defining and measuring the variables and constructs under investigation. In this study, operationalization involves quantifying and measuringthe determinants of viral marketing success in the EdTech industry through various methods such as surveys, data analysis of social media metrics (e.g., reach, engagement), content analysis of marketing campaigns, and qualitative analysis of user feedback and testimonials. The operationalization process ensures that the concepts are measurable and can be analyzed statistically or qualitatively to draw meaningful conclusions and insights.

G. Research Methodology

➤ Descriptive Research

Descriptive research is used to define various features of the event. In its standard format, descriptive research is used to describe the characteristics and/or answer or of the sample population. Descriptive and observational studies are closely related, but they are not limited by the observational data collection methods. Case studies and surveys can also be designated as popular data collection methods for use with descriptive studies. This type of research that is used to describe the characteristics of a population. It is used to answer questions pertaining to population or group

➤ Sampling Plan

- Sampling Unit: Employees who work in EdTech field. Sampling Size: 73
- Sampling Technique: Non-Probability convenience sampling

➤ Plan of Analysis

The information collected and observed from various sources will be analyzed and a comparative study will be done to understand the digital marketing. The determinants will be depicted through pictorial & tabular representation and will be ranked in order of priority and the hypothesis will be tested using appropriate statistical test.

H. Limitations of the Study

- Limited access to the company's information
- Conflict between biased views and personal issues.

I. Chapter Schemes

- Introduction
- Literature review
- Research methodology
- Data Analysis and Interpretation
- Summary of Findings, Conclusions and Recommendations.
- Bibliography
- Annexure

CHAPTER THREE
COMPANYPROFILE AND PROFILE OF THE RESPONDENTS

A. Company Profile

➢ *Intellipaat*

Intellipaat is a global online professional training provider. is an Indian multinational educational technology company founded by Diwakar Chittora and Shilpi Jain in2011. The company is headquartered in Bangalore, India with operations spanning over 150+ countries. Intellipaat is best known as a bespoke eLearning platform that operates both in B2C& B2B space offering over 150 courses and training in three major modes - Online instructor-led Training, Self-paced e-learning and Corporate Training.

Offering some of the most updated, industry-designed certification training programs which includes courses in Big Data, Data Science, Artificial Intelligence and 150 other top trending technologies. Helping professionals make the right career decisions, choose the trainers with over adecade of industry experience, provide extensive hands-on projects, rigorously evaluatelearner progress and offer industry-recognized certifications. We also assist corporate clients to upskill their workforce and keep them in sync with the changing technology and digital landscape.

➢ *Vision and Mission*

Intellipaat started from a passion to give something back to society. They believe in changing theeducation culture to be reflective of an open-source collaborative environment. Hence, the effortmade towards providing quality training at a competitive cost is an effort made towards the democratization of the education sector.

Quality, not volume—this is what separates Intellipaat from others. Their Tagline: Educate needyprofessionals

➢ *History*

Intellipaat is an e-learning platform that offers online courses and training in various technologyareas, including data science, artificial intelligence, cloud computing, programming, and more. Here's a general overview of Intellipaat's history so far:

• *Founded Year:*

Intellipaat was founded in 2011 by Diwakar Chittora. The company aspires to providehigh-quality, industry-relevant training in cutting-edge technologies for individuals andprofessionals looking to upgrade or retrain.

• *First Years:*

In its early years, Intellipaat focused on developing course offerings and establishing its presence in the online education space. The platform has already started offering courses indata science, business intelligence, big data, and other emerging technologies.

• *Expansion and Growth:*

As demand for online learning grows, Intellipaat has expanded its course catalog to includemore areas of technology. The platform has gained popularity for its hands-on, hands-on teaching approach, which includes real-world projects and industry-relevant content.

• *Partnership and Cooperation:*

Intellipaat has formed partnerships and partnerships with industry experts, experts and organizations to enhance the quality of its courses. This has allowed the platform to offer courses that are not only theoretical, but also closely tailored to the needs of the labor market.

• *Accreditation and Student Base:*

Over the years, Intellipaat has been recognized for its contributions to online education and has attracted a large number of students from all over the world. Students from a wide range ofbackgrounds, including university students, professionals and institutions, have started enrolling inIntellipaat courses.

• *Focus on Quality:*

Intellipaat's focus on providing high-quality education and hands-on experiences sets it apartfrom many other online learning platforms. The platform has received rave reviews for its content, instructors, and overall learning experience.

• *Continuous Innovation:*

To keep up with technological advancements and changing industry needs, Intellipaat has continued to update its course content and offerings. This approach gives learners access to thelatest skills and knowledge relevant to their field.

➢ *About The Founder*

- *Diwakar Chittora – CEO, Intellipaat*

A true visionary, tech-enthusiast, and strategist, Diwakar Chittora is a jack of all trades. Hailing from Jaipur, he started his professional journey in Bangalore. Prior to Intellipaat, he has worked at Wipro and has experience working with Fortune 500 companies—Mercedes Benz Research, Amex,etc. His knack for compiling all technical fields like Cloud, Big Data, Data Science, etc. to come up with hands-on training solutions has tremendously added value to the growing corporate needs for certified resources.

He has kept Intellipaat up to date with all the technological advancements and this has helped himconsistently stay on top of his game. He is known for his incredible job of collating course lines and leading Intellipaat's technical and marketing initiatives.

- *Shilpi Jain – Director, Intellipaat*

With 15 years of IT experience in her bag, Shilpi Jain has worked at IBM, Microsoft, and NelsonMobile before her journey with Intellipaat. Right from 2011 when Intellipaat just started, Shilpi Jain has been responsible for its establishment and operations. She is single-handedly responsiblefor launching and growing many course lines at Intellipaat.

- *Funding*

✓ Intellipaat has not raised any funding rounds yet.
✓ Intellipaat does not have any institutional investors.
✓ Intellipaat does not have any Angel Investors.

- *Acquisitions*

Intellipaat do not have any acquisitions till date.

- *Competitors*

Intellipaat competes with EdTech's such as Sampliner, upgrade, Great learning, Edureka, etc.

➢ *upGrad*

upGrad is South Asia's largest online higher EdTech company offering 100+ courses in collaboration with top-notch global universities like Duke Corporate Education (US), Michigan State University (US), Liverpool John Moore's University (UK), Deakin Business School (Australia), Swiss School of Business Management, (Geneva), IIT Madras (India), IIM Kozhikode(India), and others. Founded in 2015, the international EdTech leader has impacted over 1 million total registered learners over 50+ countries across the world. With an 85% program completion rate, outcome-based learning approach, industry-relevant curriculum, finest university credentials,strong mentorship, and steadfast career support, upGrad has solidified its position in India and globally. upGrad differentiates itself in driving meaningful career outcomes for its learners, in terms of career transition, acceleration or elevating professional confidence.

➢ *About the Founders*

upGrad learning platform was founded in 2015 by Ronnie Screwvala, Mayank Kumar, Phalgun Kompalli, and Ravijot Chugh.at Tata Advanced Systems Ltd. Rahul was a Mechanical Engineeringstudent at IIT KGP, who completed his Bachelor's degree from Kharagpur IIT.

➢ *Ronnie Screwvala | Founder and President of Upgrad*

Ronnie Screwvala is the president of upGrad. Ronnie is a well-known celebrity in the Indian television industry and founder of UTV Group (now Walt Disney India), founder of Swades Foundation, founder of Unilazer Ventures, AIESEC India Advisory Council and RSVP Movies. .He appeared on Esquire's list of the 75 Most Influential People of the 2000s and was ranked 78thon Time magazine's 100 Most Influential People in the World.

➢ *Mayank Kumar | Founder and MD, Upgrad*

Mayank Kumar is the CEO and oversees the overall operations of upGrad. Prior to training, Mayank was Head of Education at Bertelsmann, Europe's largest media and education company, where he oversaw the education strategy and multi-million-dollar investment in India. He was alsoa board member of iNurture, an Indian industry-specific academic program provider.

➢ *Ravijot Chugh | Founder, Upgrad*

Ravijot Chugh leads upGrad's career services, product, design, content, delivery and student success departments. Ravijot served as Director of Product at Housing.com and then at ParthenonGroup, where he advised a number of companies and VCs on due diligence, market entry and growth strategy in the education sector in the emerging markets of Asia Pacific, Middle East and Africa. . He also founded 36hrs.in, a social travel company headquartered in San Francisco.

➤ *Vision and Mission*

- **Mission:** To provide opportunities to advance your professional journey through rigorous online programs that offer personalized support, developed in collaboration with best in class faculty and industry professionals.
- **Vision:** Building Careers of Tomorrow

➤ *History*
   Overview of upGrad's history

- Founded (2015): upGrad was founded with the goal of providing quality online education to professionals and students, helping them acquire new skills and advance their careers. The company's founders envisioned a platform that could bridge the gap between traditional education and the skills needed for the modern job market.
- Initial offerings: Initially, upGrad offered courses in collaboration with Indian and international universities and institutions. They focused on data science, digital marketing, machine learning and entrepreneurship.
- Partnerships and Growth: Over the years, upGrad has partnered with several universities and institutions to offer accredited programs. They have also expanded their course offerings to cover many fields including finance, law, healthcare and more.
- Customized learning: upGrad emphasized personalized learning experiences by tailoring courses to the needs of working professionals, often offering online lectures, interactive assignments and industry-related projects.
- Recognition and Impact: The platform has been recognized for its innovative approach to online education and for its efforts to address qualifications across industries. Since my last update, upGrad has served tens of thousands of learners and has a presence outside of India.

➤ *Financial Status*
   Upgrad Education Private Limited has a turnover of over INR 500 crores for the financial year ended 31.03.2022. Its EBITDA decreased by -185.42% compared to last year. At the same time, its net book value increased by 180.35%.

➤ *Acquisitions*
   upGrad has been on the M and A journey for the past 2.5 years and has acquired 11 startups. In recent months, it has acquired New Delhi-based edtech startup Harappa Education and Bengaluru-based recruitment and staffing firm WOLVES. In total, the startup acquired 14 companies from various industries - renewal and retraining programs, exam preparation, courses for students, study abroad segment and short skills courses.

➤ *Funding*
   upGrad has raised Rs 300 crore via right issue from Temasek and Ronnie Screwvala among others. This is the first fundraise of the Mumbai-based unicorn in 2023. upGrad co-founder and chairperson Screwvala invested Rs 212 crore while existing backer Temasek infused Rs 81 crore. The rest came from other minority stakeholders, the company disclosed in a press release.

   UpGrad has raised a total of $668.2M in funding over 7 rounds. Their latest funding was raised on Mar 29, 2023 from a Venture - Series Unknown round. UpGrad is funded by 16 investors. Ronnie Screwvala and Temasek Holdings are the most recent investors.

➤ *Competitors*
   upGrad competes with EdTech's such as Simplilearn, Intellipaat, Great learning, Edureka, etc.

➤ *Simplilearn*
   Simplilearn is an online bootcamp and one of the world's leading certification training providers. We partner with companies and individuals to address their unique needs, providing training and coaching that helps working professionals achieve their career goals. Founded in 2010 and based in San Francisco, California, and Bangalore, India, Simplilearn, a Blackstone portfolio company, is the world's #1 online Bootcamp for digital economy skills training.

   Simplilearn offers access to world-class work-ready training to individuals and businesses worldwide. The Bootcamps are designed and delivered with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early career professionals to managers, executives, small businesses, and big corporations, Simplilearn's role-based, skill-focused, industry-recognized, and globally relevant training programs are ideal upskilling solutions for diverse career or/and business goals.

➢ *History*

- *September 2009*

✓ Unassuming Begin
✓ Simplilearn begins as a web journal, sharing thoughts on Venture Administration, giving data and tips for applicants.

- *April 2010*

✓ Dispatch of mixed learning
✓ Simplilearn presents the Mixed Show approach to PMP® training—a adjusted blend of classroompreparing and online learning.

- *Walk 2011*

✓ Not fair PMP
✓ By well-known request, Simplilearn includes 5 more categories in expansion to PMP®—IT BenefitAdministration, IT Security Administration, Quality Administration, and certifications in Innovation and Money related Administration.

- *Walk 2012*

✓ A breath of new discuss!
✓ Simplilearn gets its to begin with sponsor for assist development, raising US$3M in ArrangementA financing

- *June 2012*

✓ Hoists 20,000+ lives
✓ Simplilearn trains more than 20,000 experts over 50+ nations

- *Eminent 2013*

✓ A few newer discuss!
✓ Simplilearn raises US$10M in Arrangement B subsidizing from Helion Wander Accomplicesand Kalaari Capital

- *September 2014*

✓ One of biggest certification preparing suppliers
✓ Simplilearn comes to its another points of reference, preparing 200,000+ experts in 150+ nations,getting to be one of the world's biggest certification preparing suppliers. It dispatches 200+ courses in three preparing modes: online self-paced learning, classroom, and online classroom

- *April 2015*

✓ The mission proceeds
✓ Simplilearn raises US$15M in Arrangement C subsidizing from Mayfield Support, Kalaari Capital, and Helion Wander Accomplices

- *February 2016*

✓ Worldwide affect: Taking on the monsters
✓ Positioned 8th on a list of the 50 most compelling worldwide instruction brands on LinkedIn—above Wharton, Harvard, and Stanford

- *April 2018*

✓ Changing over 1 million careers universally
✓ Simplilearn has made a difference over one million experts and companies over 150+ nations getprepared, procure certifications, and upskill their workers.

➢ *Visison and Mission*
Simplilearn's mission statement says, "We transform lives by empowering people via digital skills."

➢ *About The Founders*

• *Krishna Kumar*
Krishna Kumar founded Simplilearn.com in 2010. In the following years, he has built the company into one of the largest players in delivering certification training for working professionals. A thought leader in the edu-tech sector, Krishna believes in balancing technology with human interaction to deliver a world-class learning experience.

➢ *Funding*
Simplilearn has raised a total funding of $80.3M over 9 rounds. It's first funding round was on Mar01, 2012. It's latest funding round was a Series E round on Nov 16, 2022 for $45M. 4 investors participated in its latest round, led by GSV Ventures.

➢ *Acquisitions*
Simplilearn has acquired a US-based bootcamp education company, Full stack Academy, in an all-cash transaction. Simplilearn said that the acquisition will accelerate its growth in the US and its global expansion plans. Full stack, a national tech education provider based in New York City, was a wholly-owned subsidiary of Zovio, an educational services company.

➢ *Competitors*
Simplilearn competes with EdTech's such as Intellipaat, upGrad, Great learning, Edureka, etc.
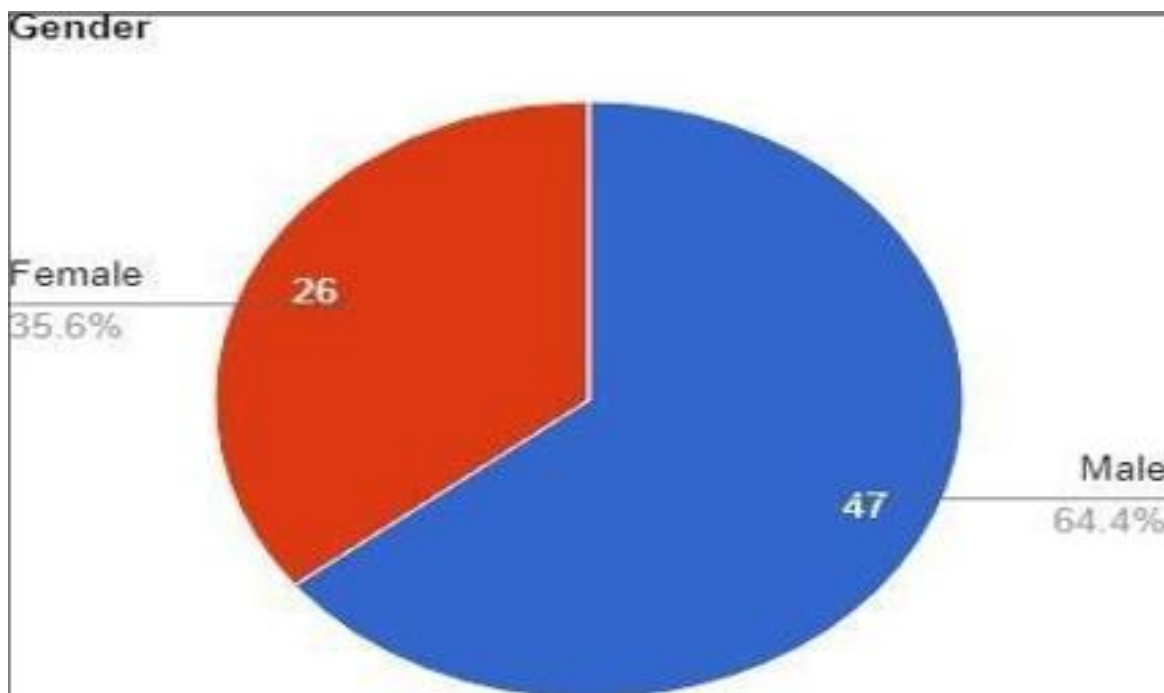
B. Profile of the Respondents

➢ *Gender*

Table 1 Gender of the Responents

Gender	No. of Respondents	Percentage
Male	47	64%
Female	26	36%
Others	0	0%
Total	**73**	**100%**

➢ *Analysis:*
From the above table it can be examined that, Out of 73 respondents 64 % respondents are Male and 36 % respondents are female.

Graph 1 Gender of the Responents

➢ *Interpretation:*
From the above graph it can be contingent that, the majorities (64%) of therespondents are Male and (36%) are Female.

➢ *Age*

Table 2 Age of the Responents

Age	No. of Respondents	Percentage
18-24	23	31%
25-34	32	44%
35-45	10	14%
Above 45	8	11%
Total	**73**	**100%**

➢ *Analysis:*
From the above table it can be analysed that, Out of 73 respondents majority (44%) of the respondents belongs to the age group of 25-34 years. 31% of the respondents belong to the age group of 18-24 years and 14% of them belong the age group of 35-45 years.The rest of the respondents (11%) belongs to the age group of above 45years.
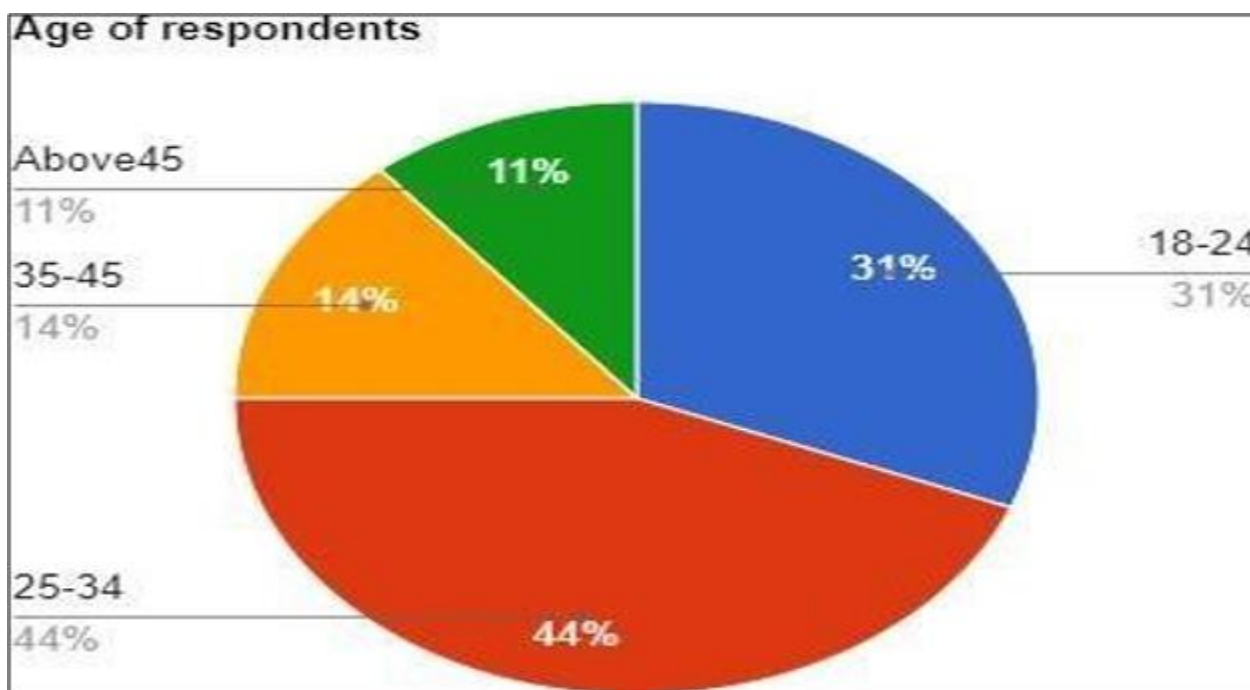
Graph 2 Age of the Responents

• *Interpretation:*
From the above graph it can be incidental that, majority (44 %) of therespondents belongs to the age group of 25-34 years.
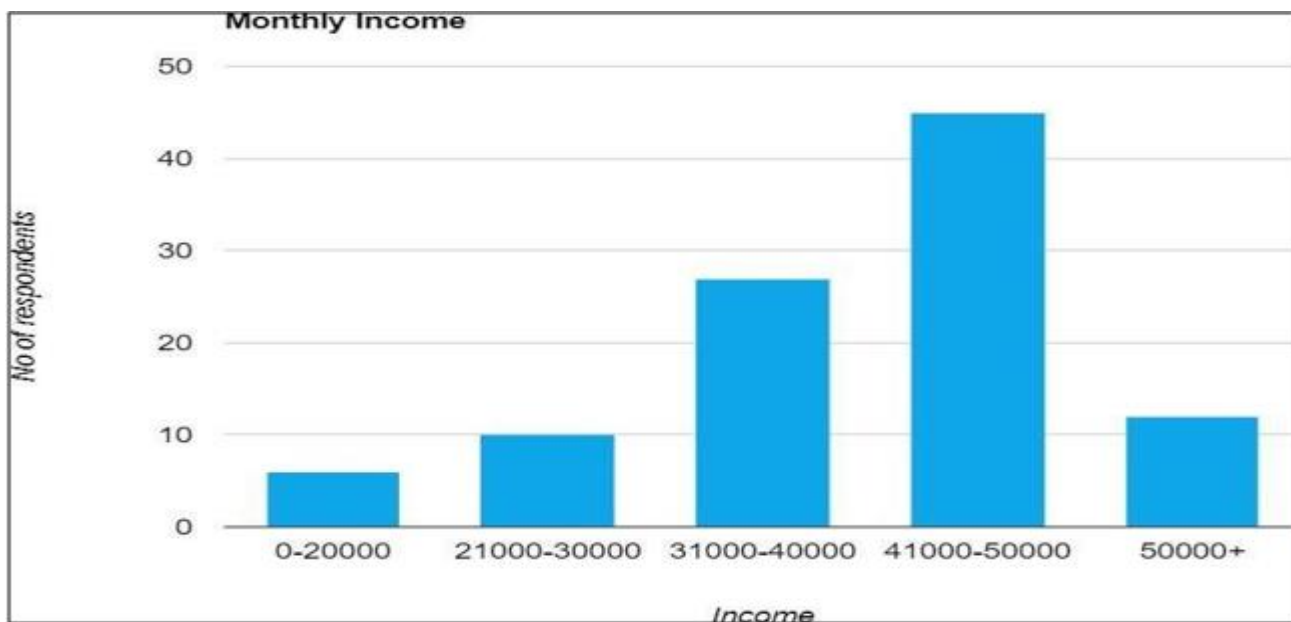
➢ *Monthly Income*

Table 3 Monthly Income of the Responents

Monthly Income	No. of Respondents	Percentage
0- 20,000	4	6%
20,000 - 30,000	7	10%
31,000 - 40,000	20	27%
41000- 50000	33	45%
More than 50,000	9	12%
Total	**73**	**100%**

➢ *Analysis:*
From the above table, out of 73 respondents 45 % of them have monthly income is 41000–50000 per month, 27% of the respondents have monthly income from 31000-40000 and 12 % of the respondents have more than 50,000 of monthly income. 7% of the respondents have between 20,000 –30,000 and rest 6% of them have monthly income from less than 20,000.

Graph 3 Monthly Income of the Responents

➢ *Interpretation:*
   From the above graph we can see that majority of the respondentshavemonthly income between 41000 - 50000 per month.
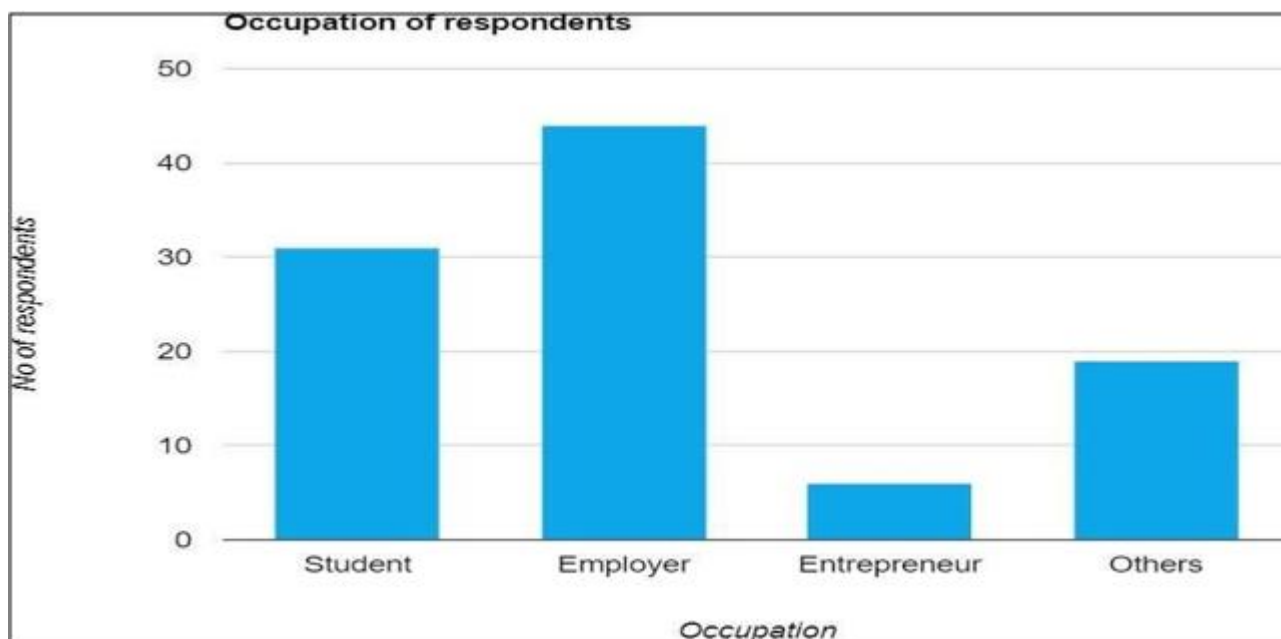
➢ *Occupation*

Table 4 Occupation of the Responents

Occupation	No. of Respondents	Percentage
Student	23	31%
Employer	32	44%
Entrepreneur	4	6%
Other	14	19%
Total	**73**	**100%**

➢ *Analysis:*
   From the above table, out of 73 respondents 44 % of them are Employer, 31% of the respondents are Student, and 19% of the respondents belong to other category. The rest4% of them belong to Entrepreneurs.

Graph 4 Occupation of the Responents

➢ *Interpretation:*

From the above graph it is clear that majority of the respondents (61%) ofthem are employers and rest are students and entrepreneurs.
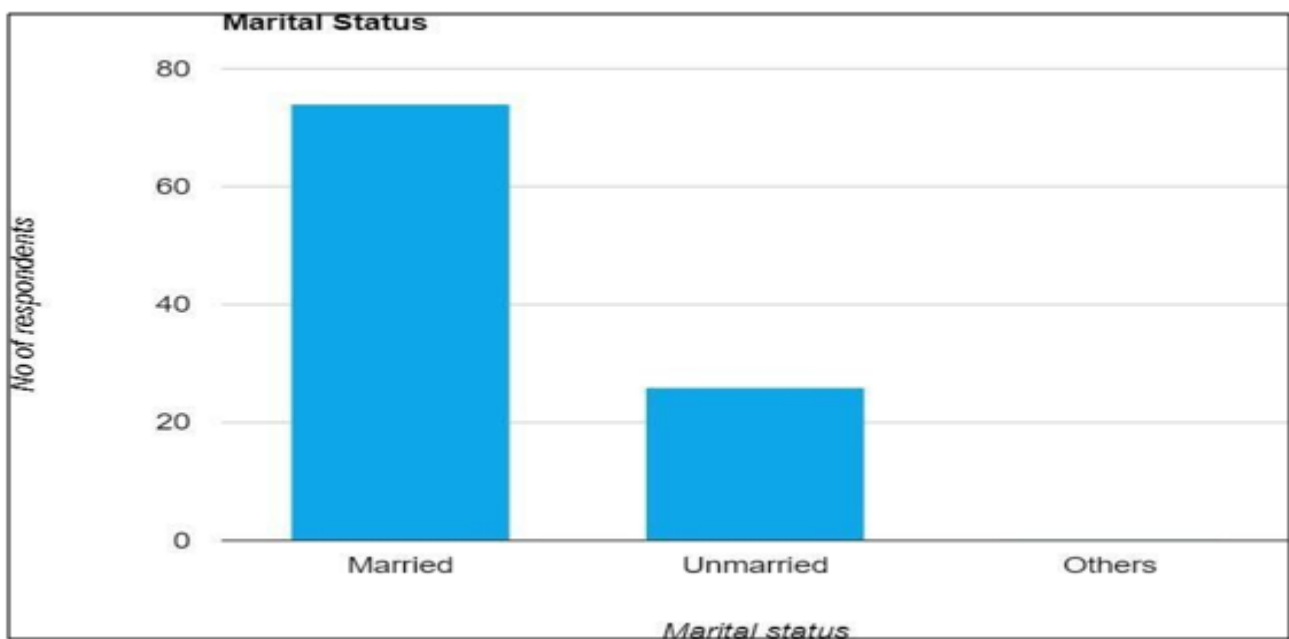
➢ *Marital Status*

Table 5 Marital Status of the Responents

Marital Status	No. of Respondents	Percentage
Married	54	74%
Unmarried	19	26%
Others	0	0%
Total	**73**	**100%**

➢ *Analysis:*

From the above table we can see that out of 96 respondents, 69 % of themaremarried, 31% of them are single.

Graph 5 Marital Status of the Responents

➢ *Interpretation:*

From the above graph we can see that majority of the respondents(69%)are married.
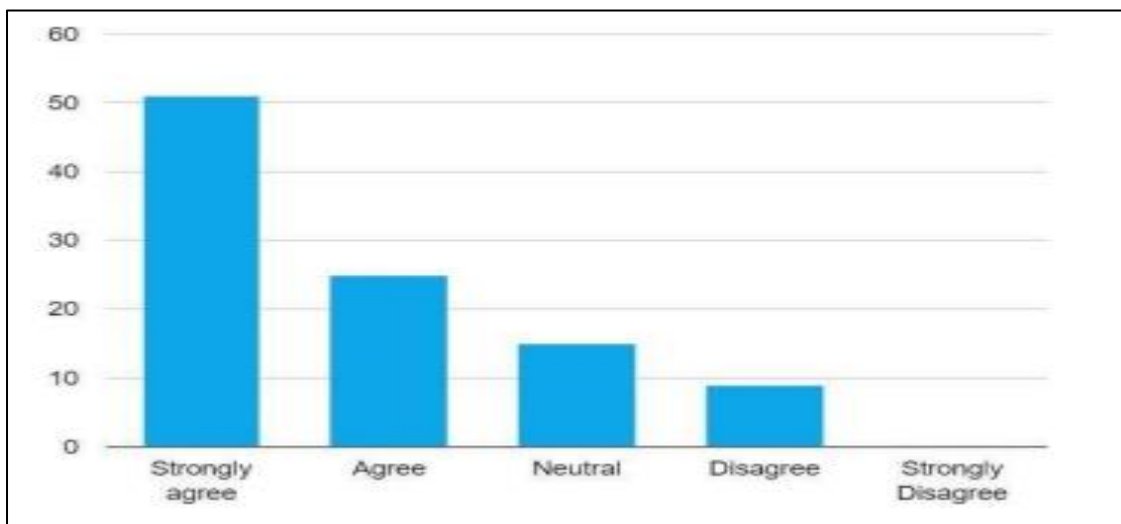
CHAPTER FOUR
DATA ANALYSIS AND INTERPRETATION

➢ *Are you Aware about the EdTech Companies Available in India?*

Table 6 Table Showing Respondent's Awareness about EdTech Companies Available in India

Particulars	No. of Respondents	Percentage
Strongly agree	37	51%
Agree	18	25%
Neutral	11	15%
Disagree	7	9%
Strongly Disagree	0	0%
Total	**73**	**100%**

➢ *Analysis:*

From the above table it is shown that 51% of the respondents strongly agree that they are aware of the EdTech companies in India and 25% of the respondents agree to this. 15% of the respondents have neutral opinion and 9% of the respondents disagree.

Graph 6 Respondents' Awareness about the EdTech Companies Available in India

➢ *Interpretation:*

From the above graph it is clear that majority of the respondents are aware of the opinion platform and discussion forum where consumers share their product or service-related experiences.

➢ *Experiences Shared by Consumers on Review Sites Explain the Actual Benefit of the Product or Courses – Do you agree to this Statement?*

Table 7 Table Showing whether Respondents agree that Experience shared by Customers Explain Actual Benefit of the Courses/Products

Particulars	No. of Respondents	Percentage
Strongly agree	40	55%
Agree	19	26%
Neutral	9	12%
Disagree	0	0%
Strongly Disagree	5	7%
Total	**73**	**100%**

➢ *Analysis:*

From the above table it is clear 55% of the respondents strongly agree that the experience shared by the customers actually explains about the actual benefits of the product. 26% of them agree to this statement and 12% have neutral opinion. Only 7% of the respondents strongly disagreed to this.
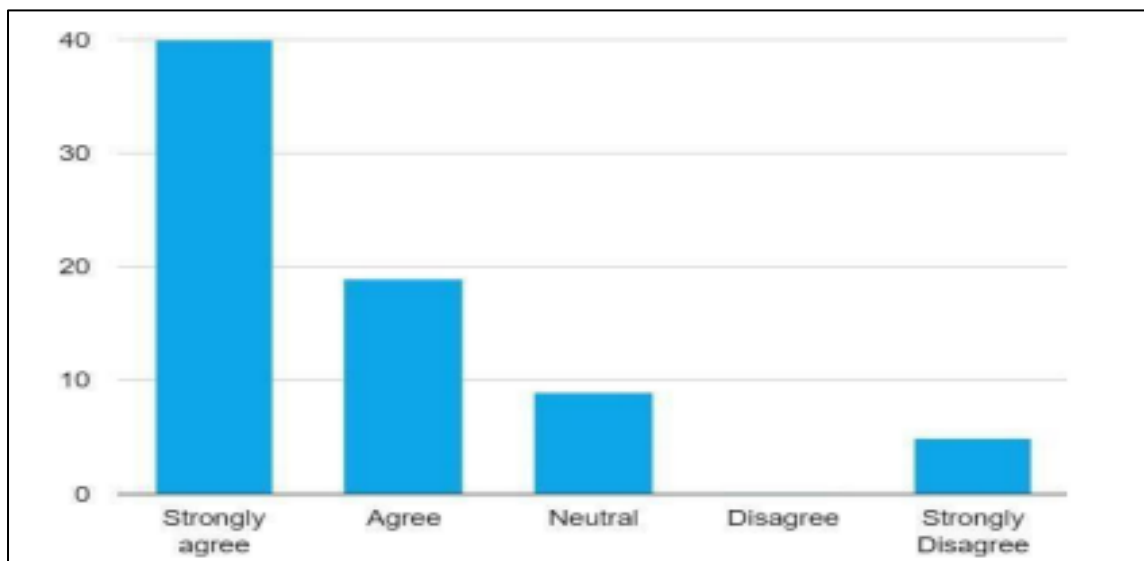
Graph 7 Graph Showing Whether Respondents Agree that Experience Shared by Customers
Explain Actual Performance of Product

➢ *Interpretation:*
From the above graph it is clear that majority of the respondents agree thatthe experience shared by the customers actually explains about the actual benefit of the course/product.
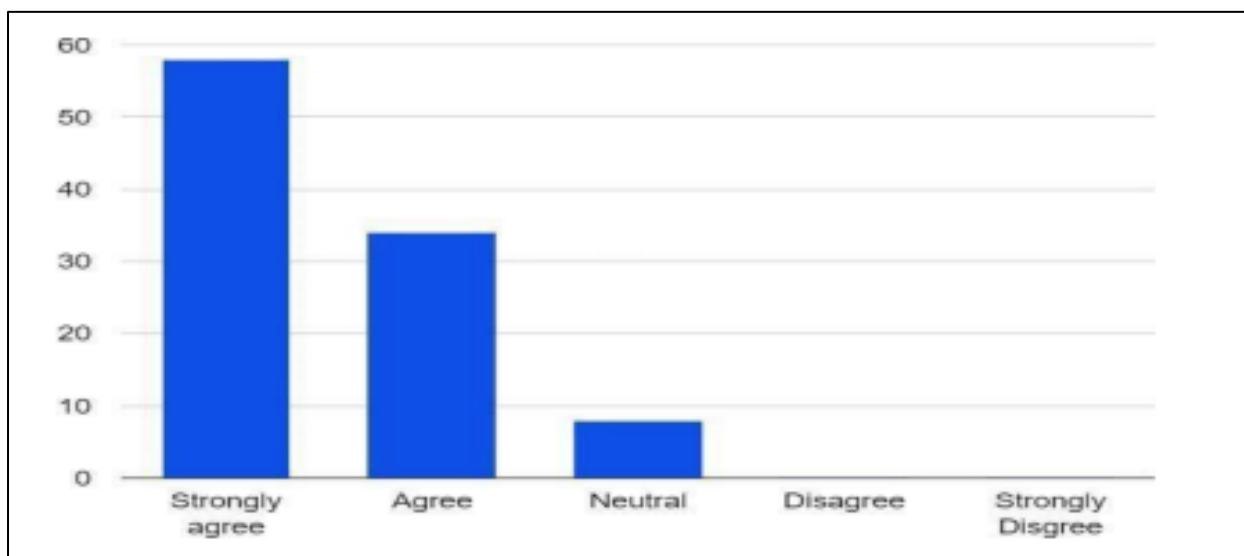
➢ *Marketing Messages Displayed on Social Networking Sites (such as Facebook, Twitter, Instagram) are Informative.*

Table 8 Table Showing whether Marketing Message Displayed on Social Networking Sitesare Informative

Particulars	No. of Respondents	Percentage
Strongly agree	42	58%
Agree	25	34%
Neutral	6	8%
Disagree	0	0%
Strongly Disagree	0	0%
Total	**73**	**100%**

➢ *Analysis:*
From the above table it is clear 58 % of the respondents strongly agree that marketing message displayed in social networking sites are informative and 34% of the respondents agree to the statement. Rest of the respondents have neutral opinion.

Graph 8 Graph Showing Whether Marketing Message Displayed on Social Networking Sites are Informative

➤ *Interpretation:*

From the above graph it is clear that majority of the respondents strongly agree that marketing message displayed on social networking sites are informative.

➤ *Do you agree about viral e-mails (commercial e-mails) from companies that encourage you to forward these e-mails to your friends, family members or colleagues topromote their products?*

Table 9 Table Showing Whether Viral e-mails from Companies are to Promote their Products

Particulars	No. of Respondents	Percentage
Strongly agree	14	19%
Agree	33	45%
Neutral	23	32%
Disagree	3	4%
Strongly Disagree	0	0%
Total	73	100%

➤ *Analysis:*

From the above table it is clear majority (45%) of the respondents agree that they are aware about companies sending viral email is only to promote their products. 32% of them were having neutral opinion about it and 19 % of them were strongly agreeing to this. Only 4% of the total respondents were strongly disagreeing.
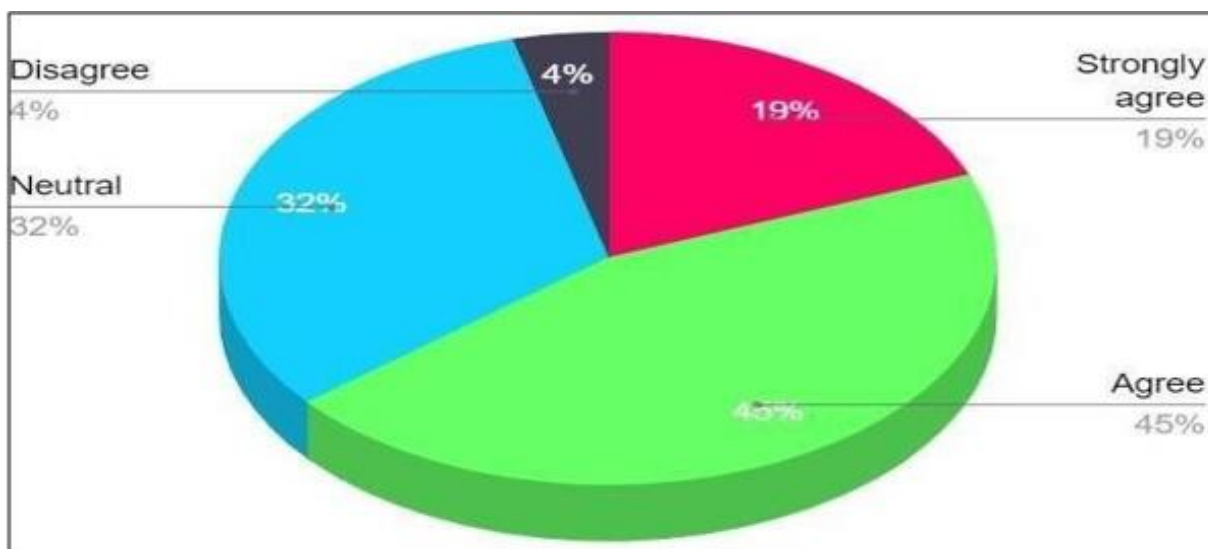
Graph 9 Graph Showing Whether viral e-mails from Companies are to Promote their Products

➤ *Interpretation:*

From the above graph it is clear that majority of them agreed that they areaware about companies sending viral emails are only to promote their products.

➤ *I like viral advertising content the most which contain "Background music, popularsong or music, someone singing in the advertisement. – Do you agree to this statement?*

Table 10 Table Showing Whether Respondents Like Advertisement which has Background Music.

Particulars	No. of Respondents	Percentage
Strongly agree	15	20%
Agree	37	51%
Neutral	21	29%
Disagree	0	0%
Strongly Disagree	0	0%
Total	73	100%

➤ *Analysis:*

From the above table it is clear that most of the respondents ie, 51 % of them agree that they prefer advertisement which has background music and 29% of the total respondents have agreed to the statement.
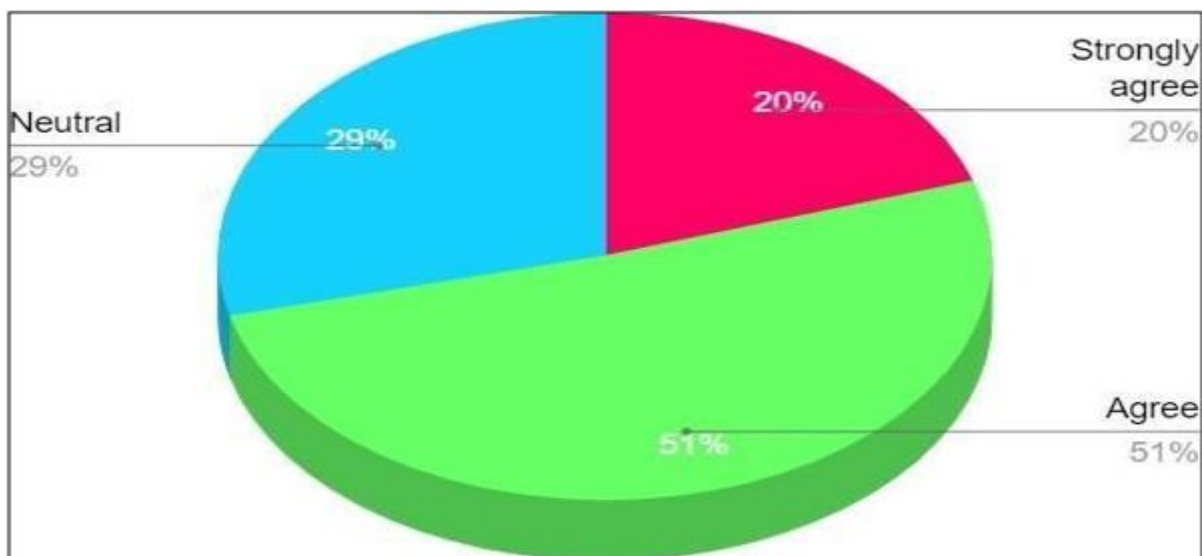
Graph 10 Graph Showing Whether Respondents Like Advertisement which has Background Music/Actors.

➢ *Interpretation:*

From the above graph it is clear that majority of them agree that they likeadvertisement which shows how they differ from others.
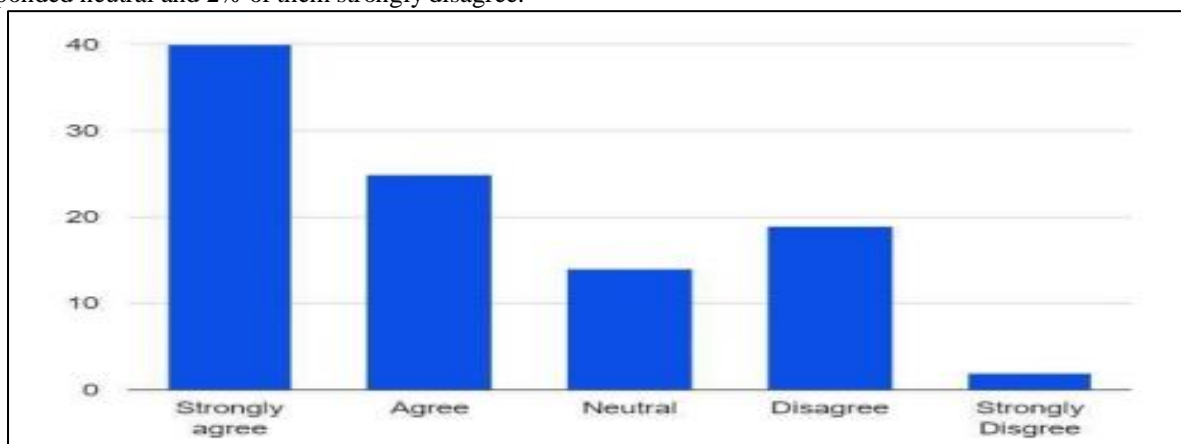
➢ *I prefer to read online other consumers' reviews (available on opinion platforms ordiscussion forums) before selecting a product, brand or service provider. – Do you agreeto this statement?*

Table 11 Table Showing Whether Respondents they Prefer to Read Online about Others Review before Selecting a Product

Particulars	No. of Respondents	Percentage
Strongly agree	29	40%
Agree	18	25%
Neutral	10	14%
Disagree	14	19%
Strongly Disagree	2	2%
Total	**73**	**100%**

➢ *Analysis:*

From the above table it is clear that most of the respondents ie, 40% of them strongly agree that they prefer to read online review before selecting a product and 25% of them agree to this statement. 19% of the total respondents disagree to this, 14% of them responded neutral and 2% of them strongly disagree.

Graph 11 Graph Showing Whether Respondents they Prefer to read Online about other's Review before Selecting a Product

➢ *Interpretation:*

From the above graph it is clear that majority of them have strongly agreeopinion about preferring to read other's review before selecting a product.
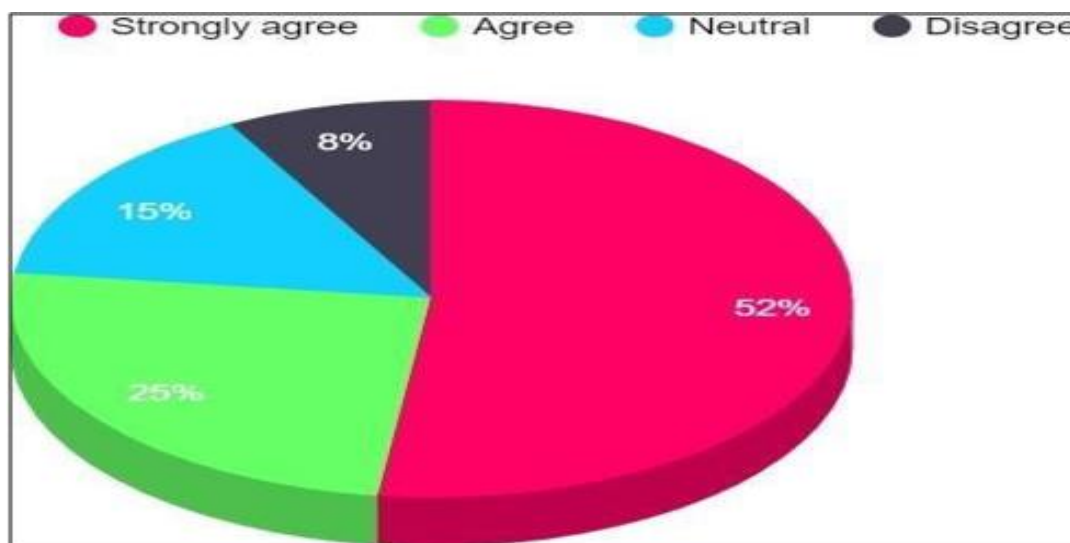
➢ *Marketing of products over the internet is more powerful than marketing of products using traditional media like TV, radio or print. – Do you agree to this statement?*

Table 12 Table Showing Whether Marketing of Product over Internet is Powerful than using Traditional Way.

Particulars	No. of Respondents	Percentage
Strongly agree	38	52%
Agree	18	25%
Neutral	11	15%
Disagree	6	8%
Strongly Disagree	0	0%
Total	**73**	**100%**

➢ *Analysis:*

From the above table it is clear that most of the respondents i.e., 52% of them have strongly agreed that they marketing via internet is beneficial than via traditional way and 25% of them have agree opinion to this statement. 15% of the total respondents are neutral to this, 8% of them disagree.

Graph 12 Graph Showing Whether Marketing of Product Over Internet is Powerful than Using Traditional Way.

➢ *Interpretation:*

From the above graph it is clear that majority of them have agreed the opinion that marketing a product over internet is better than via traditional way.

CHAPTER FIVE
SUMMARY OF FINDINGSCONCLUSIONS AND RECOMMENDATIONS

A. Findings

- It was found that majority 47%) of the respondents are male.
- About 48 % of the respondents fall under the age category of 25 to 34 years.
- Majority (45%) of the respondents' income level falls between 41000 to 50000
- About 44% of the respondents are employed.
- Majority (74%) of the respondents are married
- It was found that 51% of the respondents aware of the EdTech platforms available.
- Majority (55%) of the respondents strongly agreed that experience shared bycustomers explain actual benefits of the courses/ products.
- Majority (58%) of the respondents strongly agree that marketing message displayed onsocial networking sites are informative.
- About (45%) agreed that they are aware about companies sending viral emails are onlyto promote their products.
- Majority (51%) of them are aware about the videos on social networking sites
- About (40%) of them strongly agree that they prefer to read online about others reviewsbefore selecting a product.
- Majority (52%) of them have agreed to the opinion that marketing a product overinternet is better than via traditional way.

B. Suggestions

- Social media platforms characterized by extensive networking are expected to facilitate the creation and widespread sharing of viral content. The gratification of entertainment-seeking tendencies through social networks significantly contributes to the rapid dissemination of viral content on a substantial scale. Our findings indicate that platforms with a substantial positive coefficient for minimum threshold play a crucial role in this context. Social networking platforms with a pronounced minimum threshold exert a stronger influence on prospective users, encouraging their acceptance and active engagement in viral activities.
- To successfully tackle the potential of viral promoting within the EdTech industry, it's significant to create instructive substance that not as it were illuminates but toocaptivates. Making outwardly engaging recordings, intelligently tests, and info graphics that address common instructive challenges can make a mix of learning and amusement. By consistently consolidating profitable information with locks in visuals, you'll interest and resound along with your target gathering of people, empowering them to share the substance inside their systems.
- Companies and educators in the EdTech space can optimize their content creation, distribution strategies and audience targeting. This has the power to transform the wayeducation content is shared and consumed, driving engagement and engagement within the digital learning ecosystem. This project will contribute to the changing landscape of EdTech marketing, providing a roadmap for increased visibility, impact and connection in the era of digital education.
- Viral promoting within the EdTech segment can be opened up through personalized learning ventures. By executing versatile learning ways custom fitted to person students' needs and advance, you illustrate the viability of your stage. Sharing case considers and victory stories of understudies who have profited from personalized learning includes validity to your advertising and prompts clients to share their positive encounters, contributing to viral development.
- Conducting an in-depth analysis of several noteworthy EdTech marketing campaigns that have achieved viral status, identify the determinants that drive their widespread engagement, sharing, and resonance. This seeks to uncover not only the content but also strategies employed.

C. Conclusion

The results of this study demonstrate how important it is to gain knowledge about the determinants of viral marketing in the cosmetics industry. In addition, the results of the present study showed that consumer attitudes towards viral marketing affect a consumer's purchase intention. If the content of the message is design appropriately then it can also helpingforming a positive attitude towards viral marketing which further has important outcomes such as consumer purchase intention. Viral marketing is a recent marketing idea. It has become a popular substitute for conventional advertising because it is a quicker, easier, more cost-effective, and more efficient way to reach a larger audience. The findings of the current study demonstrated that consumer attitudes toward viral marketing are positively impacted byperceived entertainment, information content, incentives, and source credibility. Additionally, the outcomes demonstrate that consumer attitudes toward viral marketing are negatively impacted by perceived annoyance. Because this will foster favorable consumer attitudes toward viral marketing, marketers should design the message content in a way that is more dependable, entertaining, consumer-appealing, and informative. The use of derogatory or offensive language should also be avoided by marketers, as these can have a negative effect on consumer attitudes toward viral marketing.

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ANNEXURE

A. Questionnaire

➢ *Name*

➢ *Gender*

- Male
- Female

➢ *Age*

- 18 – 24
- 25 – 34
- 35 – 45
- Above 45

➢ *Monthly Incomea) 0- 20,000*

- 21,000 – 30,000
- 31,000 - 40,000
- 41,000 - 50,000
- More than 50,000

➢ *Occupation*

- Student
- Employer
- Entrepreneur
- Other

➢ *Marital Status*

- Single
- Married
- Other

➢ *Are you aware about the EdTech companies available in India*
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *Experiences shared by consumers on review sites explain the actual benefit of theproduct or course – Do you agree to this statement?*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *Marketing Messages Displayed on Social Networking Sites (such asFacebook,* Twitter, Instagram) are Informative

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *Do you agree about viral e-mails (commercial e-mails) from companies that encourageyou to forward these e-mails to your friends, family members or colleagues to promote their products?*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *Are you aware about viral advertising videos (commercial ads) on social networking sites which you receive from your friends and family members promoting companies' products or services?*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *I prefer to read online other consumers' reviews (available on opinion platforms or discussion forums) before selecting a product, brand or service provider. – Do you agreeto this statement?*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

➢ *Marketing of products over the internet is more powerful than marketing of productsusing traditional media like TV, radio or print. – Do you agree to this statement?*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagre