A STUDY ON ACCESSING FACTORS LEADING TO THE PURCHASE OF BYJU'S “EDUCATIONAL LEARNING APP” AS A CURRICULUM

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ABSTRACT

Today, in this fast-moving life, everyone is in a hurry to getting their work done as soon as possible and least efforts. This tendency of humans has also affected the field of education. Now, people have a mindset that education should also be delivered in an easy and in a way, where comfort is ensured. The entire process of delivering lectures and providing education changed drastically when a startup named THINK AND LEARN PVT. LTD., popularly known as BYJU'S, which is one of the learning App, started to work in order to revolutionize the whole education system in India. In this study to establish a relationship as to how BYJU'S has grown this big in a little span of time and what are the factors using which BYJU'S has risen in the pyramid to affect the overall satisfaction of the user to use their learning app.

KEYWORDS: Education, BYJU'S, Learning App, Customer Satisfaction, Effectiveness & Think and Learn

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