



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study on Educational Apps Grabbing the Market

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Abstract:

“Education is the most powerful weapon which you can use to change the world”, Nelson Mandela.

The 21st century is an era of mobile applications, emerging trends, innovations, and digitalization that will change the education sector drastically. A new period of digitization in all fields has begun with universal access to the internet. The quick and simple connectivity of the internet has made it possible to access the same information from the most developed regions to the most remote areas in the world. Because of this, accessing social media or entertainment sites, or news sites are now easy. For each sector, there is a centralized platform that can be accessed by everyone in the world. With the launch of digitization, education has also seen several improvements in the past few decades. To enable students of all ages to learn and explore more in the field and to generate more interest in making learning interesting, education apps have been created. In the last two decades, the e-learning industry has expanded rapidly and continues to expand with improved accessibility and enhanced education applications that meet the needs of students of all age groups. This paper aims to conduct a review of how the demand is captured by education apps and is affecting the current institution's efficiency. The study also highlights technology infusion in the education industry making it a hub of business than a portal of learning.

Keywords: digitalization of education, rapidly changing educational scenario, business market

Introduction

In the wake of the COVID-19 pandemic, lives, businesses and the economy have been greatly impacted. Some businesses have emerged and are still growing for example online educational apps. Since schools and colleges have shut down, teachers and students are adopting a new model of education. The demand for online educational app is expected to rise even after lockdown ends and a new normal comes into being. Perhaps everybody uses their smartphone these days to gain knowledge and to study at any time. For students, smartphone applications enable more immersive and dynamic environments. For tech innovations and a significant niche for companies, the education market has become very popular. It can be acknowledged that education has become a business, and it is no longer a noble cause. The commercialization tendencies in educational apps see the students as customers rather than a learner. In the education and e-learning industry, a lot of big companies are investing. The trend of gamification in education has introduced foreign learning apps

and programs related to digital education and programming making it a market to attract kids and run it as a business.

Review of Literature

Education is becoming digitalized over time with the rise in mobile purchases. More than ever, people prefer this modern way of studying.

In one of the studies by Neerav Shastri, the renowned marketing strategist, he recognized the value of education apps as an instrument that help students transcend the limits of schools and classes and learn it all at their own pace. He acknowledged the potential of these smartphone applications to satisfy the demands of learning resources easily by students and teachers.

The automated approach has proved to be a valuable learning instrument. The industry has been famous and high in demand as well.

According to the report of Statista,

Worldwide educational app marketplace

| Year | Market in \$ Million |
|------|----------------------|
| 2018 | 7604 |
| 2019 | 7741 |
| 2020 | 7880 |
| 2021 | 8022 |
| 2022 | 8166 |

According to Technavio's study, the size of the education market is projected to rise by more than \$46 billion during 2020-2024. The second category in demand during the covid pandemic is education sector. And it is predicted that the development and use of such applications will accelerate even after the lockout ends.

Objectives of the Study

1. The key purpose of the paper is to address the exponential development of applications that pave the way for the commercialization of the education sector in a crucial way.
2. The objective of the study is to analyze the increasing demand between students and teachers along with their preferences.
3. Another purpose is to know the merits and demerits of the technological development in education sector. And get a prescribed view of why education sector needs education marketing.
4. It also determine a dire need to develop such apps by existing educational institutions.

Research Methodology

The paper's approach is analytical and informative. Under orderly methods, secondary data is accessed.

Different relevant blogs articles, documents, journals and statistics are the key source to collect the data.

Results

A Merits and Demerits

Merits-

1. Accessibility of time & location: allows students from any place they chose to attend classes. It also allows colleges, instead of being limited by geographic boundaries, to reach out to a broader network of pupils. In addition, online lectures can be registered, archived and shared for future reference purposes. This allows learners to use the system at a time of convenience.
2. Job Opportunity: Commercialization of schooling creates opportunities for employment. It offers students a career chance as well as sometimes a hundred percent job guarantee. Many private institutions offer diverse job-oriented courses, varying degrees, diplomas, qualification courses, etc. That lets students get interested in work.
3. Efficiency: online learning is an easy way for teachers to offer lessons to learners. There are a range of online learning resources, such as animations, PDFs, podcasts, and any of these tools can be used by teachers as part of their lesson plans. Teachers can become more effective instructors by evolving the lesson plan beyond traditional textbooks to incorporate multimedia resources.
4. Economic Growth: Commercialization of schooling aids in the creation process and technical advances. Commercialization of education continues to increase the level of education Literacy, Gross domestic product, Gross national revenue, capital income, work opportunities, etc.
5. Efficiency: online learning is an easy way for teachers to offer lessons to learners. There are a range of online learning resources, such as animations, PDFs, podcasts, and any of these tools can be used by teachers as part of their lesson plans. Teachers can become more effective instructors by evolving the lesson plan beyond traditional textbooks to incorporate multimedia resources.
6. Affordability: In comparison to offline schooling, online education is far more affordable. This is because online learning lowers the cost of travel for students, food for students and, most importantly, property development. In addition, all classes or research materials are available online, offering a more accessible, paperless learning experience while also supporting the community.

Demerits –

1. Technology: Internet connectivity is another key topic in online schools. While Internet penetration has grown in fits and starts over the last few years, stable connections with sufficient speed remain a matter of concern in smaller towns and cities. There could be a lack of consistency of learning for a pupil without a clear web connection for learners or teachers.
2. Many teachers who might not be familiar with TechEd: the majority of teachers have learned how to teach using conventional approaches. They may not have the requisite skills to work with technology.
3. Inability to focus on screens: One of the key challenges of online learning for many students is the inability to focus on machines over a long period of time. There is also a greater opportunity for students to be quickly interrupted by social media or other online learning channels.
4. Increased screen time: Many parents are anxious about the health effects of letting their children waste so many hours watching a computer. This growth in screen time is one of the biggest challenges and pitfalls of online learning. Sometimes, due to sitting in front of a screen, students often experience bad balance and other physical ailments.

B. Demand and need of students and teachers

The Covid-19 lockdown has prompted students to transfer to online learning around the world. Although students, teachers and even parents have struggled to adapt to the latest homeschooling norm, Edtech apps have tried their best to offer the best assistance to the children. Parents now feel that educational applications are supplementing the schooling of their children and teaching them new abilities. In order to support students, most of the parents in a survey put more emphasis on how online learning should merge with in-place schooling and students agree with this too.

According to the Australian Education Survey, it was found that around sixty-six percent of the teachers are working more hours than usual during every week of isolation.

In topics that could have a much greater real-world connection than our current conventional schooling systems, teachers may need to teach, direct and tutor young minds. With an understanding of how to teach online, it is imperative that our teachers are educated in new-age technology.

C. Commercialization

It is evident from the aforementioned debate that commercialization has positive as well as negative effects on education. By supplying the learner with the most conducive physical and social atmosphere to help him achieve his fullest potential, schooling is to bring out the potential of a learner. On the other hand, education is an enterprise and its commercialization is here to remain. In the end, we may conclude that education for many of these people has now become an opportunity for earning money rather than supplying students with quality education. But since this pattern is current, it is beneficial for the government to minimize its workload and for students to cope with modern society.

Conclusion

In the end, we should decide that every nation's development depends primarily on its educational system's standards. The most strong and effective mechanism for the inclusion of radical improvements in student behavior is education. But it is being misused these days by these education apps as it has become a marketing strategy to attract students and to make a profitable business. Thus, each country should decide that the education system should maintain its balance and integrity with the help of technological advancement in this sector, and thus reforms can be constructively introduced to regulate them for their socio-economic and educational system.

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