



## Education Market Research in India

### Impact of Research

The Indian student has become very savvy in their choice of education opportunities. The students' needs are changing constantly and education institutions need to monitor them continuously. Due to increasing competition, market information has become the battleground of tomorrow. Legacy competitive variables like institution reputation alone are not adequate to succeed.

### Market Challenges

The traditional models that have worked over the past decade is fast shifting. Markets have evolved into niche sub-segments and sophisticated statistical clustering and segmentation techniques need to be used to understand the customer behaviors.

### Education Landscape Profiling

Extensive secondary research has to be conducted to understand the market and the competition. It is also important to segment the student population to understand the best fit between the institutions and the students.



### eMpulse Advantage

eMpulse follows a proprietary research thought process. The research is carefully designed to answer the business questions that matter the most to the end client.

### Goal: Understand the Indian Education Market and Student Preferences & Motivations

India has been a cradle of education for centuries. Some of the earliest formalized education institutions have been within the Indian sub-continent. Even in this internet era education continues to be one of the core values of the Indian cultural landscape.

### eMpulse Solution

eMpulse offers full service market research solutions to clients who want to understand the Indian education market and the Indian students. eMpulse is one of the best value for money for Market Research within India for education research. eMpulse uses state of the art qualitative and quantitative research techniques.

Some of the solutions provided by eMpulse include;

- Education institution profiling
- Student preferences and motivation studies
- Student population segmentation
- Marketing campaign development and effectiveness research
- Secondary research on education institutions
- Other custom education related research support

Education market knowledge and experience of the eMpulse team provides the foundation on which we have delivered high level actionable insights to the education clients. Whether you are launching into the Indian education market for the first time, or you are doing research to improve your position within the Indian market, we will provide you with the solution to maximize your profits.

### eMpulse Facts

- One of the leading Market Research Agencies for education within the Indian Market
- Established in 2007, growing rapidly by delivering high quality research for the Indian customers



## The eMpulse Difference

### Advanced Research Capability

eMpulse researchers have extensive experience in dealing with complex education research problems. Business savvy is a critical component of developing meaningful research plans. In India, practical data collection challenges need to be managed, and eMpulse team has the skills to get your research completed with the most effective results.



### Business Savvy Solutions

eMpulse provides solutions that are practical in nature. Years of experience of eMpulse management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how we can maximize our returns in the Indian education market.

### Innovative Approach

Successful research companies need to be very innovative in data collections and analytics because of the unstructured nature of many markets and its behaviors. A combination of theoretically sound methods coupled with research execution savvy gives eMpulse an edge over the competition.

## Case Study

### Situation

Merittrac which is India's number one testing company was in the process of introducing new products into the Indian market. One of the key individual certification product that was being tested was the MBA certification. Most MBA colleges have good academic rigor. But the performance of these MBA graduates when they graduate was not up to the expectation levels of the corporations that were hiring these MBAs. Hence Merittrac was in the process of introducing a certification product that measured how well the MBA students would perform in the corporate world.

### Research Conducted

The research involved understanding three different market areas. It understood the market from the perspective of the MBA institutions and their capabilities. Survey and depth interviews were conducted with the hiring managers of companies. Focus group sessions and surveys were conducted with MBA students to understand their perspectives. The various pieces of primary market data was then blended with secondary research information to develop an actionable research recommendations

### Results

The MBA product was refined as a result of the understanding of the Indian education market in this sector. The product was developed and refined based on the findings of the research. A brand launch strategy was developed. A marketing campaign was developed and executed.

The success of the story was that Merittrac was able to bridge a market gap that existed between education institutions, corporations and students. A win-win solution that helped everyone was launched by Merittrac as a result of getting the insights on the market gained by conducting education market research in India.

### Business Impact

A MBA certification product that meets the needs of the market was launched by Merittrac and the revenues of the client increased due to this new offering. The net income of the company in turn showed higher returns.