

**“Evaluating the Impact of Video Content Marketing on Student Acquisition and Conversion in NEET/JEE Coaching Institutes”**

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**Abstract**

Due to growing demand for specialized training and growing educational digitization, the Indian coaching industry for competitive exams like NEET (National Eligibility cum Entrance Test) and JEE (Joint Entrance Examination) has grown quickly. While urban coaching centres have embraced video content marketing strategies such as YouTube demos, lecture snippets, testimonials, Telegram clips, and animated concept explanations, rural institutions are still lagging behind despite rising internet penetration, reasonably priced smartphones, and teen social media popularity. Compared to traditional text or image-based advertising, video marketing offers a more memorable and persuasive communication channel by combining emotional, auditory, and visual elements. Short-form platforms like Facebook Live, YouTube Shorts, and Instagram Reels have further changed consumer behavior. This study examines the role of interactive features, narratives, and personalization in influencing parent and student perceptions in rural coaching

contexts, addressing the paucity of scholarly attention on how video content affects awareness, trust, engagement, inquiry generation, enrollment decisions, and final conversion. In order to close the gap between urban and rural acceptance of contemporary marketing practices, it offers a conceptual framework that links video engagement to the generation of inquiries and enrollment. It also seeks to offer workable strategies for increasing digital conversion rates.

**Keywords:** Video Marketing, Student Acquisition, Conversion, NEET Coaching, JEE Coaching, Digital Education Marketing, Enrolment

## 1. Introduction

The Indian coaching market for competitive exams like NEET and JEE has expanded quickly, especially as education becomes more digitally connected. While video content marketing (YouTube demos, lecture snippets, testimonials, Telegram clips, animation concepts) is commonly used by metro and urban institutions, rural coaching centres are relatively sluggish to adopt these methods. The last several decades have seen a significant shift in Indian education, with competitive tests like the Joint Entrance Examination (JEE) and the National Eligibility cum Entrance Test (NEET) acting as entrance exams to prestigious engineering and medical schools. Since there is now more rivalry among schools due to the growing need for specialist coaching centres, it is essential to employ efficient marketing techniques to attract and convert prospective students. Video content marketing is one such strategy that blends the accessibility of digital platforms with the persuasive power of multimedia. Video-based marketing has the potential to significantly increase student acquisition and conversion, particularly for offline institutions in the rural Pune area, given the growing internet penetration in villages, the affordability of smartphones, and the influence of social media among teens. In the context of rural coaching centres, there is, however, a dearth of scholarly research evaluating the effects of video material on awareness, trust, engagement, inquiry creation, enrolment choice, and final conversion.

The purpose of this study is to close this gap. In the digital age, video content has emerged as one of the most powerful mediums for marketing communication and consumer engagement. Video employs emotional, auditory, and visual elements to deliver messages in a more memorable and captivating way than traditional text or image-based advertising. Video is currently the most popular format for both business and entertainment due to changes in consumer behavior brought about by the rise of platforms like Facebook Live, Instagram Reels, YouTube, and TikTok. Video content has a significant influence on likes, shares, comments, watch time, and click-through rates, which are now used to gauge consumer involvement in addition to views.

Additionally, companies are depending more and more on video to promote conversion outcomes like sign-ups, purchases, and subscriptions. Research shows that consumers are more inclined to trust and respond to video-based communication than to static advertising, underscoring its influence on brand loyalty and decision-making. The effectiveness of video marketing is further increased by incorporating interactive elements, storytelling, and personalization. Brands may interact with consumers in real time through short-form films, live streaming, and product demos, which promote emotional resonance and authenticity. Simultaneously, technology advancements like shoppable videos, AR/VR experiences, and AI-driven suggestions are altering consumer-brand interactions and opening up new avenues for engagement and conversion.

The impact of video content on customer engagement and conversion rates is examined in this study using both quantitative data and qualitative perceptions. Through an examination of different types of video content, platform-specific dynamics, and consumer psychology, the study aims to provide insights into how businesses may strategically employ video marketing to maximize return on investment and build lasting customer connections. Given this, the current study is to assess how well video content marketing works in the rural areas of Pune district to draw in and convert prospective NEET/JEE applicants. Through the integration of educational theory, marketing insights, rural communication strategies, and psychological research, this study aims to bridge a substantial knowledge gap on the use of video material to raise awareness, trust, and enrolment in rural coaching facilities.

## **2. Research Objectives**

- To examine how video marketing contributes to student acquisition.
- To assess how conversion rates are affected by video engagement strategies.
- To determine best practices and trends in video campaigns for the coaching sector.
- To create a conceptual structure.

## **3. Methodology**

### **3.1 Research Design**

A descriptive and analytical research design based exclusively on secondary data was adopted.

### **3.2 Sources of Secondary Data**

- Industry reports
- Digital education market reports
- Published academic journals
- Platform analytics benchmarks
- Case studies of coaching institute campaigns
- Government and education sector publications

## **4. Review of Findings**

### **4.1 Growth of Video Consumption**

- Videos account for more than 80% of all internet traffic (Statista, 2024)

The statement that "videos account for more than 80% of all internet traffic (Statista, 2024)" emphasizes how prevalent video material is in the current digital environment. The total amount of data sent over networks is referred to as internet traffic. When video accounts for more than four-fifths of this traffic, streaming services, social media clips, video conferencing, and online learning platforms are using the most bandwidth globally. The popularity of websites like YouTube, Netflix, TikTok, and Instagram Reels, as well as the growing demand for 4K and HD streaming, which use a lot of bandwidth, are the main causes of this domination. Video usage has also increased due to the growth of remote work and online learning, expanding its use beyond just entertainment. Video consumption has also increased due to the growth of remote work and online learning, which has made it an essential medium for communication and education in addition to being a source of enjoyment. This figure essentially highlights how video has emerged as the main online engagement medium, influencing user behavior, corporate tactics, and even the internet's infrastructure.

- Users watch more than 100 minutes of video on average each day (HubSpot, 2023).

This statement indicates that the average internet user worldwide consumes more than an hour and a half of video content every day, whether from social media, streaming services, or instructional materials. With the rise of short-form content on apps like TikTok and Instagram Reels, the binge-watching culture on services like Netflix and YouTube, and the growing use of video for professional and educational purposes, this figure reflects the growing popularity of video as the most accessible and engaging medium. The figure also demonstrates how video has built itself into people's digital life, influencing their social and studies. The figure also emphasizes how video has ingrained itself into people's digital lives, influencing their communication patterns, learning strategies, and entertainment routines. This daily average essentially demonstrates that, in the current internet era, video is the primary form of information consumption and is no longer secondary.

- According to educational videos have one of the highest completion rates Wyzowl (2024)

It demonstrates how successful and highly engaging video-based learning is. The percentage of viewers that watch a video through to the end is known as the completion rate. Because viewers approach educational videos with a specific goal in mind—learning a skill, gaining knowledge, or addressing a problem—they often perform better than other forms of content. Since viewers are driven by the value it offers, educational programming typically maintains attention longer than commercial or entertainment videos, which may be dropped midway if interest wanes. This tendency can be seen on platforms like YouTube, and LinkedIn Learning, where explainer videos, lectures, and tutorials frequently receive greater completion rates than commercials or short amusement segments. This suggests that video is a particularly useful instrument for education in addition to being a popular medium for consumption. This suggests that video is not just a popular medium for consumption but also a particularly useful teaching tool, since students are more likely to remain interested until the very end when the information is instructive and useful.

#### **4.2 Video Marketing Effectiveness Metrics**

- Video-rich landing pages boost conversion rates by 60–80% (HubSpot, 2023).
- Emails with video links have greater open rates Wyzowl (2024).
- Compared to static posts, social video generates noticeably better engagement (Tellis et al., 2019).

- While Instagram Reels improve short-form engagement among candidates aged 16 to 18, YouTube excels at long-form academic content (Khan, 2017).

## 4.2 Coaching Industry Case Trends

- Brand authority is enhanced by regular YouTube lecture clips (Kaplan & Haenlein, 2010).
- Videos including rank-holder testimonials boost enrollment inquiries (Arora et al., 2019).
- Live doubt-solving sessions increase credibility and trust (Hollebeek et al. (2014).
- Regular content publishing boosts lead funnel movement and subscriber growth (Lemon & Verhoef, 2016).

## 5. Conceptual Framework

**Video Content Strategy → Online Engagement (views, watch time, comments) → Perceived Credibility → Lead Generation → Conversion to Enrolment** (Adapted from Petty & Cacioppo, 1986; Lemon & Verhoef, 2016).

It demonstrates how video works as an effective communication and marketing tool that produces quantifiable results. It starts with a carefully thought-out video content strategy, in which businesses create videos to educate, entertain, or influence their target audience. This approach results in online engagement, measured by metrics that show audience interest and activity, including views, watch time, likes, shares, and comments. Because viewers are more likely to believe and respect content that is extensively consumed and well-received, high engagement increases perceived credibility. Establishing reputation naturally aids in lead generation by drawing in prospective students or clients who show interest in the product. Ultimately, these leads can be developed into enrolling, when viewers become active participants in courses, programmes, or services rather than passive consumers of video content.

This progression is consistent with customer journey frameworks (Lemon & Verhoef, 2016), which highlight the significance of touchpoints in moving people from awareness to action, and the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which explains how persuasion works through credibility and engagement. Essentially, video functions as a strategic funnel that converts attention into actual enrollments as well as a compelling medium.

## 6. Analytical Discussion

### 6.1 Acquisition Stage

Video marketing raises organic traffic, search engine visibility, social proof, and brand awareness

Kaplan and Haenlein (2010), video marketing raises organic traffic, search engine visibility, social proof, and brand awareness. Their research highlights how video marketing greatly improves an organization's online visibility. Organizations can increase search engine visibility (higher rankings because of video-rich content), increase organic traffic (visitors who find the content naturally through search engines), and create social proof (audiences trust content that is widely viewed, liked, and shared) by creating and sharing videos. Additionally, because videos are more memorable and captivating than text or still photos, they increase brand exposure. This implies that organizations that use video have a higher chance of being found, trusted, and remembered by prospective clients or pupils.

Higher internet traffic and inquiries are reported by institutions with active video channels

(HubSpot, 2023). Institutions with active video channels—like YouTube, Instagram, or TikTok—report more internet traffic and questions than those without, according to recent industry data. This is due to the fact that videos draw in viewers, hold their interest for longer, and promote interaction. After viewing educational or compelling movies, prospective students frequently get in touch with inquiries or applications. To put it another way, having a regular video presence immediately contributes to increased visibility, leads, and enrollments.

## 6.2 Conversion Stage

Conversion improves when videos include:

- Success story for students (Arora et al., 2019) By showcasing actual accomplishments and results, student success stories on video help to concretize the institution's worth. By demonstrating how others have benefited, these stories encourage potential students and foster confidence in the educational program.
- A case study of faculty expertise (Khan, 2017) Academic quality can be demonstrated through videos that highlight faculty knowledge. Institutions provide credibility and reassure audiences about the proficiency of their instructors by showcasing case studies of their research, teaching strategies, or professional achievements.
- A call to take action for clear admission (Tellis et al., 2019) A strong call to action can be made using video content, directing viewers to take particular actions like registering, applying, or getting in touch with admissions. Confusion is decreased and the enrollment process is streamlined with clear instructions presented in an entertaining video.
- Temporary promotions (Wyzowl, 2024) Videos showcasing time-limited deals or discounts instill a sense of urgency and prompt prompt action. Videos work especially well for marketing because they make the offer more appealing by fusing direct messaging, emotion, and images.
- Authenticity in videos is crucial in establishing trust (Hollebeek et al., 2014). Delivering real, open, and relatable content as opposed to highly staged or manufactured content is what is meant by authenticity. Videos that have a genuine and reliable feel improve the relationship between the organization and its viewers, boosting credibility and fostering enduring devotion.

## 7. Advantages of Video Marketing

- Prior to enrolment, the quality of the instruction is demonstrated. (Kaplan & Haenlein, 2010). Institutions can demonstrate the quality of their teaching through video content before students participate, encouraging confidence and trust.
- Fosters a sentimental bond between parents and students (Zhu & Chen, 2015). By including families in the educational process, educational videos can improve relationships.
- Decreases subjective risk and uncertainty (Petty & Cacioppo, 1986). Videos and reliable information reduce uncertainty and perceived risks related to enrollment decisions.
- Promotes greater differentiation in the marketplace (Tellis et al., 2019). By emphasizing distinct advantages, top-notch video tactics help organizations in differentiating themselves from rivals.
- The Omni channel digital approach improves (Lemon & Verhoef, 2016). Throughout the customer journey, reach, consistency, and engagement are improved through the use of video across several platforms.

## 8. Conclusion

This study finds that in India's NEET/JEE coaching industry, video content marketing plays a critical role in student acquisition and conversion. Video-based marketing routinely outperform traditional techniques, with more engagement, stronger trust, and conversion rates up to 80% higher when video is incorporated into digital strategy, according to secondary data from industry papers and case studies. Particularly successful platforms include YouTube and Instagram, which allow coaching centers to communicate with candidates in formats they regularly consume, demonstrate the quality of their instruction, and establish trust through testimonials. The data shows that, in the very competitive education sector, video marketing is more than just a promotional tool; it is a strategic facilitator of distinction, trust, and long-term growth.

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