



# A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE GAMING SECTOR IN INDIA.

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## Abstract:

In India, the online gaming market is expanding. A innovative sector has emerged as a result of the rising popularity of online games. Gaming industry has become more popular in India, a country with a young gaming industry. The market is expected to expand rapidly in the future, thanks to increased use of smartphones, PCs and consoles, as well as cloud penetration. The industry is also experiencing a sharp increase in users and game downloads due to the latest COVID-19 pandemic. Data has been collected from both primary research and secondary research. The aim is to gain a clearer understanding of online gaming sector of India. Also, we gathered information by surveying people using Google Forms and asking them various questions that might help in our research. This research paper focuses on the subject of the evolution and growth of the gaming industry in India by identifying, characterizing and addressing the changes that have led to the development of gaming sector in India.

## Keywords:

Indian online gaming sector, Indian online gaming market, Online gaming to offer opportunities across business functions and sector growth of Indian online gaming market, Government initiatives, mobile gamers, gaming as a carrier, esports, livestreaming in India.

## Introduction:

Video game parlours in India used to be the only places to buy them, and the machines there were coin-operated. 8-bit NES clones that run on cartridges were first launched to India in the 1990s. Many popular games, like Super Mario Bros. and Contra, were included on each cartridge. These video game consoles made it possible for people to play games at home, which contributed to the first rise in popularity of video games in India.

In India, mobile devices increased in popularity in the 2000s. Because mobile games were now available on the majority of cell phones, gaming experienced a massive surge. There will be 696 million smartphone users in 2020. By 2025, India anticipates having 970 million users.

The expansion of the video gaming market in India was facilitated by cyber cafés, which are coffee shops with open Internet access. Over 100,000 cybercafés existed in 2006, and 40% of them were used for online gaming.

Due to the orders to stay at home during the COVID-19 pandemic, there was an increase in Indian mobile gamers. Downloads of mobile games increased 51% on the Google Play Store and 20% on the iOS App Store between April 2019 and June 2020, when COVID took place.

120 million online gamers contributed to the amazing growth of the online gaming market (s). The prevalence of low-cost cell phones among urban and rural populations was the main factor driving market volume. At the moment, publishers and advertisers control the monetization process. The high potential is currently being constrained by issues like restricted local game development and the monetization of gamers. Local game production from start to finish and the use of digital payment solutions have recently been the first steps in the local internet ecosystem's course correction.

### Online gaming: What is the meaning of online gaming?

1. Access or purchase methods for the game
2. The gaming device,
3. The type of game being played an online game must have internet access in order to be purchased or accessed and to be able to be monetised.

### Online Gaming – Types of game-play

Different types of game-play:

Online Gaming
  Offline Gaming

### Devices used to play in online gaming



Consoles



PC



Mobile



Solo player



Dual player



Massively Multiplayer

Due in part to the rise in digital usage, the Indian online gaming business has recently experienced phenomenal growth.

The main drivers of this rapid growth are the spread of low-cost cell phones, fast internet, and declining data pricing.

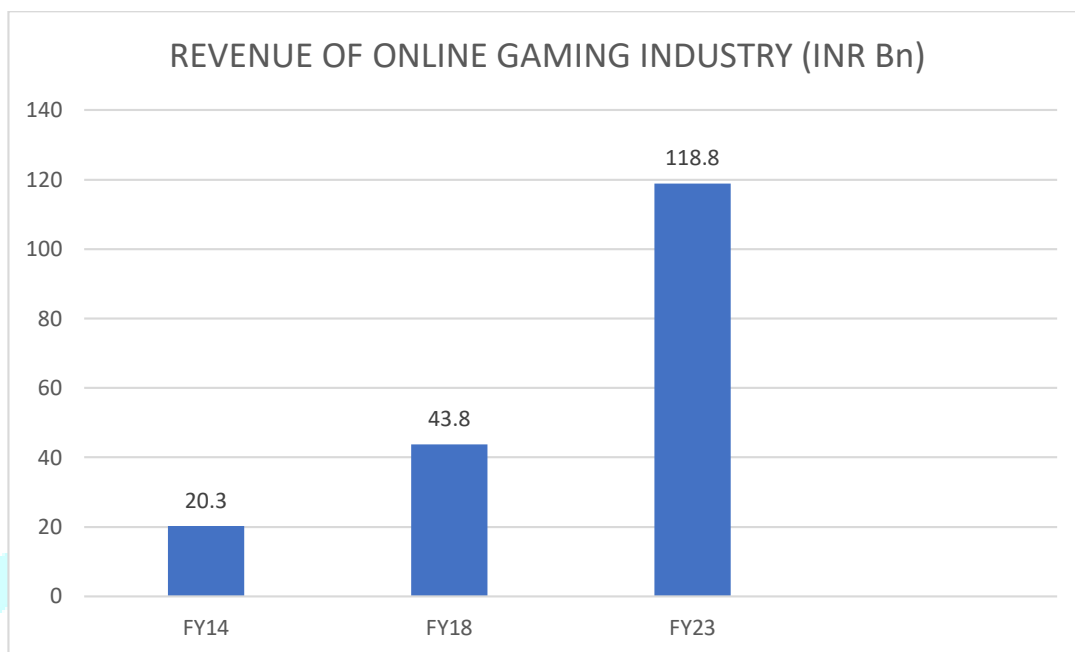


Fig. 1 Revenue of online gaming industry. (INR Bn)

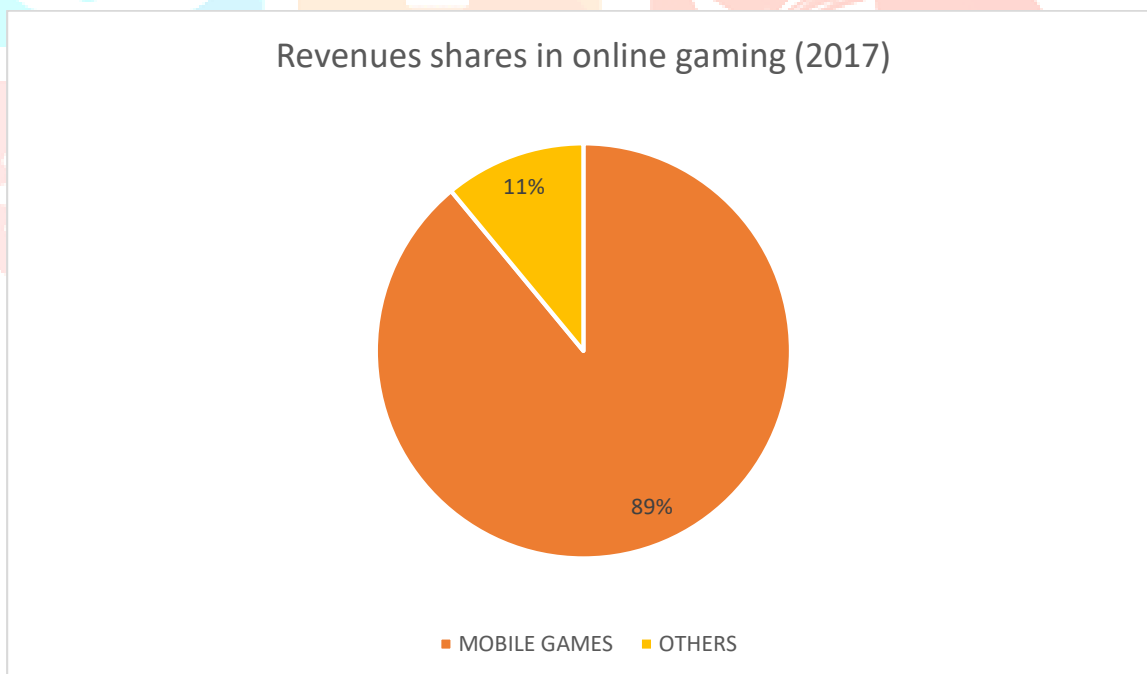


Fig. 2. Revenues shares in online gaming (2017)

## Livestreaming in India:

Livestreaming has gained a lot of popularity among casual and hardcore gamers, where they can not only record and save their content but also monetize them as well. streamers using online platforms for streaming such as Youtube, LOCO, Rooter & others.

Game Streaming is an intersection of these trends, which will be considered as one of the major sources of entertainment in the market. The game streaming market is expected to generate \$300 Million in revenue overall.

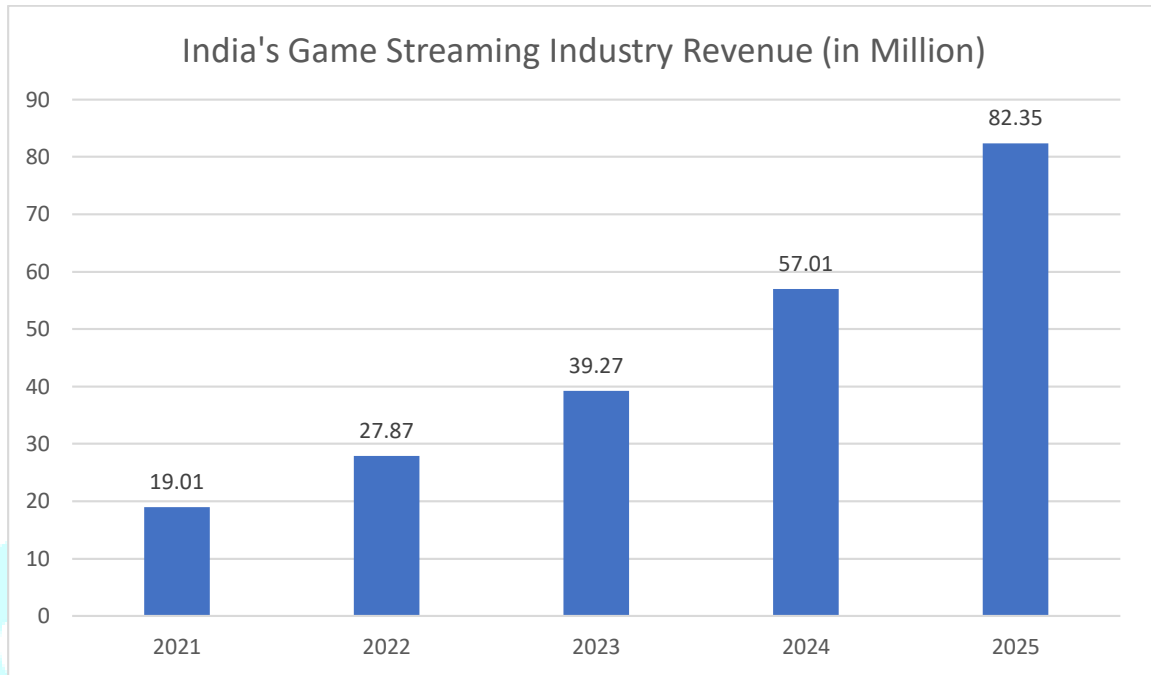


Fig. 3. India's Game Streaming Industry Revenue (in Million)

## Esports:

Esports, which are still in their infancy in India, have bright future prospects. Leagues like the ESL India Premiership League and the Indian Gaming League have recently had success in India. An eSports competition has been announced for FY2018, with a major mobile gaming business and game developer pledging a combined USD 20 million for the occasion. A major media company has invested between \$12 and \$15 million to the organisation of the eSports competition U cypher, which will also include a competition specifically for mobile gaming.

It is encouraging for India's online gaming sector since mobile gaming is now allowed in traditional LAN-based gaming tournaments. Professional online gamers will use eSports as a platform to demonstrate their abilities, make money, and advance the feedback loop for future improvements in online gaming. When casual gamers consume this content, their interest levels will increase, shifting them towards becoming professional gamers (s)

The Esports Federation of India (ESFI) was named as the sport's regulating body by the Indian Olympic Association (IOA) a few weeks later. Esports were regarded as a demonstration sport in India prior to this revelation.

In India, esports income increased from 750 crore in 2020 to 970 crore in 2021, a 29% increase. In 2021, the number of gamers rose to 600,000, and viewing hours increased to 2 million. In 2022, there are expected to be 1 million players, with 20% of them being female.

E-sports has turned into a job for many in nations like the United States of America, Japan, and South Korea. Many gamers compete in competitions across the world such Major League Gaming (MLG), Electronic Sports World Cup (ESWC), and The Internationals. With over \$18 million in prizes, The Internationals

offered the largest prize pool in E-sports history. Many gamers in India are drawn to competitive games. In India, 61% of internet gamers participate in competitive gaming.

**A professional online gamer may choose to earn money from the following opportunities:**

1. Cash awarded as prizes in eSports competitions or game winnings
2. Pay from eSports teams competing in professional leagues
3. Producing content for video sharing sites, such as tournament and event coverage and reviews.
4. A prospective gamer who practises (s)

**Growth of Indian online gaming industry:**

1. Users on the rise of digital payments
2. Affordable new technologies
3. Localised games
4. Growing local developer ecosystem

The "Make In India" agenda of Prime Minister Narendra Modi is now significantly fueled by the smartphone industry. The government is making these efforts in an effort to make India a hub for exports. The Indian government authorised incentives in October 2020 as part of a federal strategy to increase local smartphone production at 16 companies.

**Online gaming to offer opportunities across business functions and sector:**

1. In Education
2. Marketing
3. In Sales Human resources
4. Others

**About major companies in gaming industry:**

Company	Top Games
Blacklight Gaming	Ludo Superstar Game, Callbreak Superstar
Gameberry	Ludo Star, Parchisi Star
Reliance Games	WWE Mayhem, Real Steel Boxing Champions Ludo Star, Parchisi Star
Moonfrog	Teen Patti Gold, Ludo Club
Octro	Teen Patti, Tambola, Indian Rummy
Gametion	Ludo King, Carrom king

**Product profile:****Gaming Equipment + Technology**

1. Console Gaming
2. PC Gaming
3. Cloud gaming
4. VR gaming
5. Mobile gaming

**Data Analysis and Interpretation:****The gamers in India: An Understanding (s):**

1. An average Indian online gamer is
2. Across demographics and levels of participation, the most popular genres are adventure, action, and puzzle.
3. Male gamer(s) worry about memory and data usage,
4. while female gamer(s) seek out regular updates/upgrades.
5. The most popular device is a mobile phone, but seasoned gamers tend to switch to larger screens.
6. Friends, family, and peer groups are crucial in the discovery and download of a new game.

**Online gaming's Future in India:**

1. Greater age and gender balance among players of online games
2. Freemium games will improve the financial situation of gaming firms
3. Technologies will become widely used in India.
4. E-Sports to increase online game participation in India.
5. Gamification can open up prospects across industries and company functions.
6. Tailoring content for "Indian" taste: The Local brand.
7. Power of Data: Improved customer lifecycle at every step.

**Reasons for Growth in the Industry:**

1. The Young Population in India
2. Companies' increased marketing efforts
3. Access to top-notch games
4. People's use of digital devices increased quickly during the pandemic
5. Governmental Programs

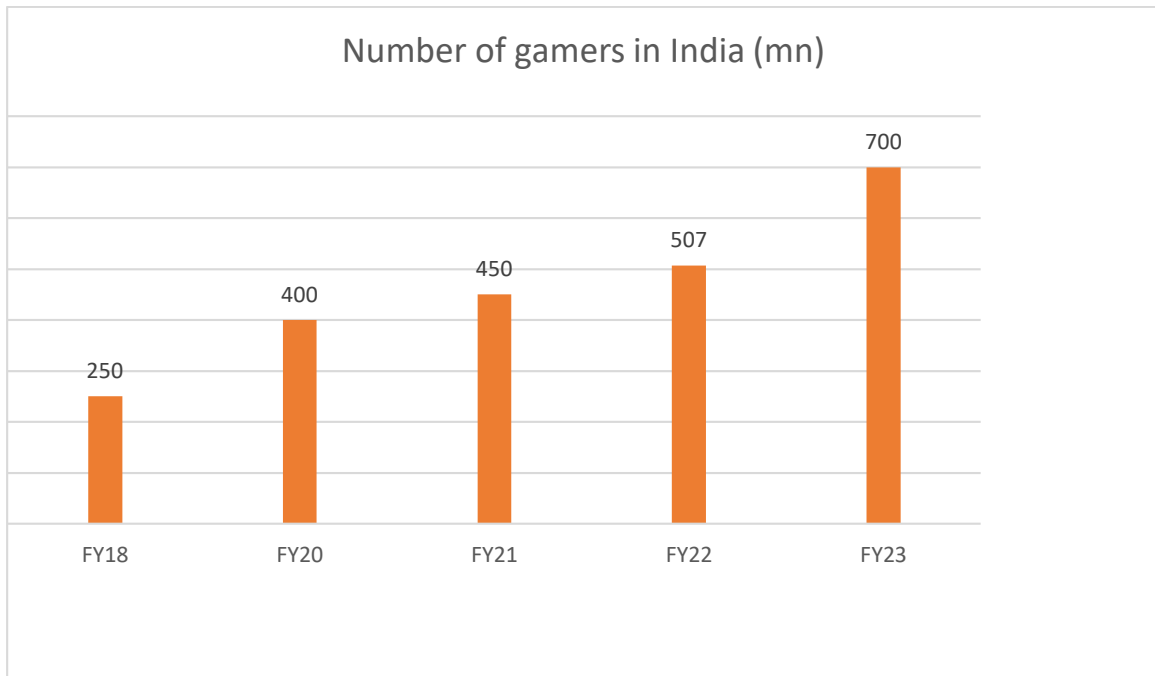


Fig.4. Number of gamers in India (mn)

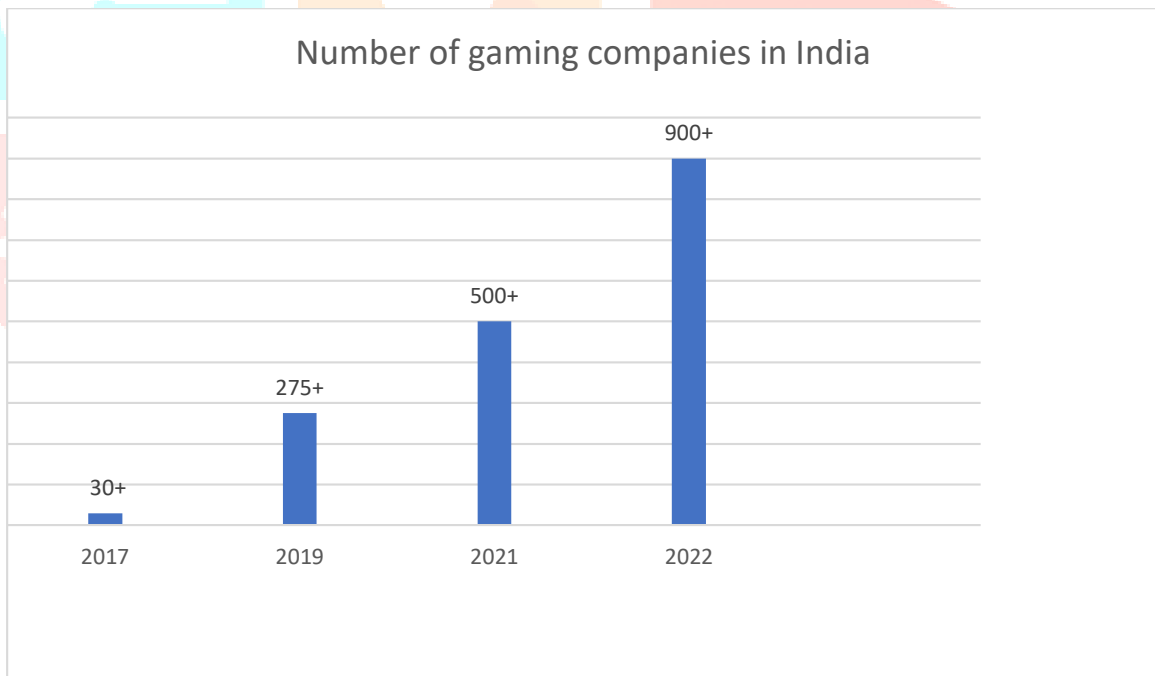


Fig.5. Number of gaming companies in India.

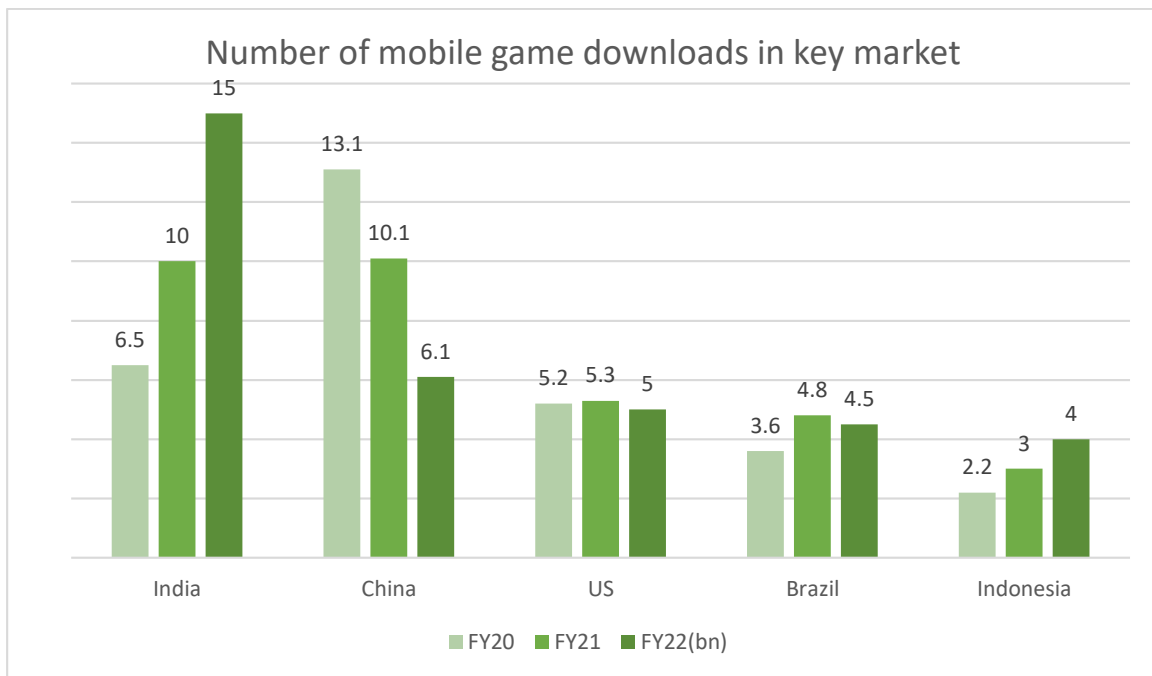


Fig.6. Number of mobile game downloads in key market.

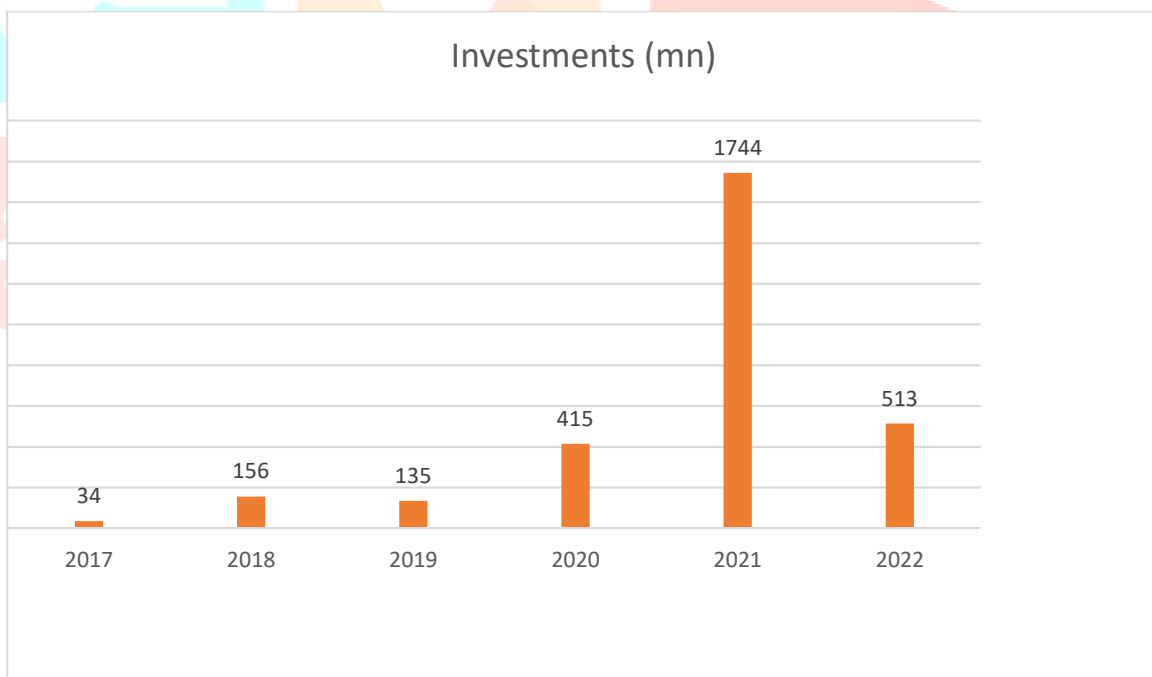


Fig.7. Investments (mn)



**Objective of the study:**

- 1) In-depth understanding and workings of the Indian online gaming industry.
- 2) How the Indian online gaming industry compares to the Indian video gaming industry and their scope respectively.
- 3) What are the categories that exist within gaming and which are the most preferred categories?
- 4) To evaluate the way Indian consumer view online gaming and their opinion about the industry.
- 5) To examine the evolution of online gaming in India.
- 6) To analyse the future growth prospects of online gaming industry in India.
- 7) To analyse the state of online gaming industry in India
- 8) To find out the perceptions of people towards online gaming.

**Hypothesis:**

- 1) The gaming industry will continue to grow.
- 2) Consumers will gradually lean towards online gaming.
- 3) Online Gaming is extremely popular amongst young adults.

**Sources of Data:****1. Primary research**

- a. Discussion with leading professionals and business professionals
- b. A survey using Google forms.

**2. Secondary research**

- a. Company reports
- b. Industry reports
- c. Industry journals and magazines
- d. Company press releases
- e. Global databases.

### Finding and results:

A survey using Google forms was conducted in which a total of 107 participants took part. The survey shows that online gaming is indeed a popular form of entertainment and gaming. The survey tries to analyze the general opinion of people towards online gaming in India.

Gender  
106 responses

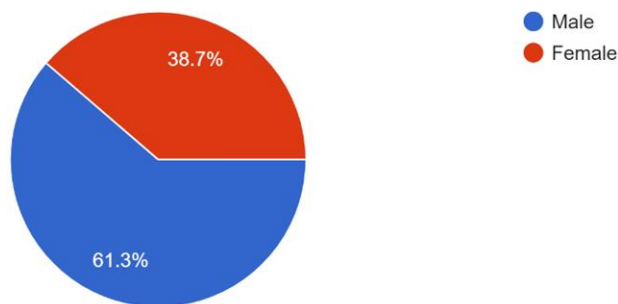


Fig.8. Gender of respondents.

Select Your age group :  
107 responses

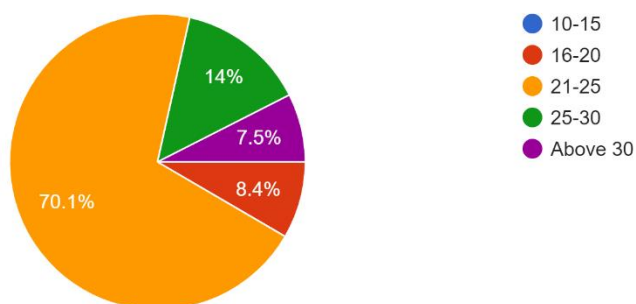


Fig.9. Age group of respondents.

Do you play games?  
106 responses

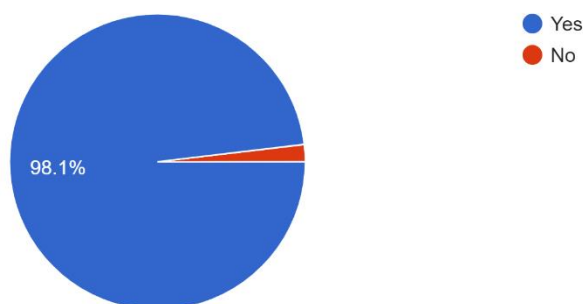


Fig.10 People who play games.

Which type of games you play?

106 responses

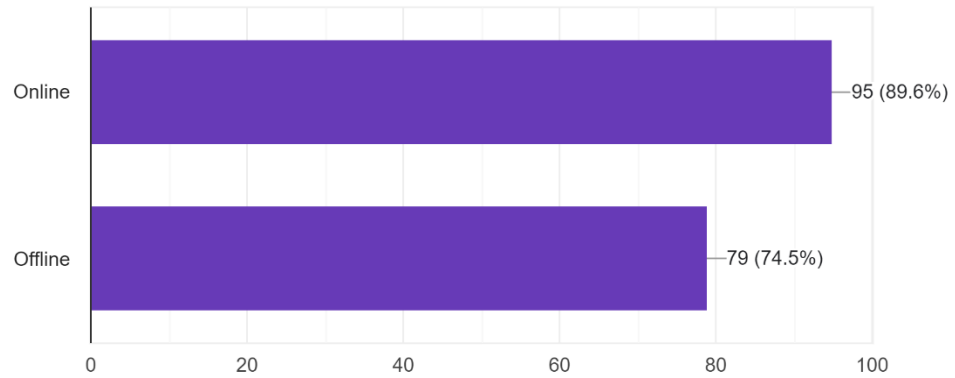


Fig.11. people who play online & offline games.

Which types of games you love to play?

106 responses

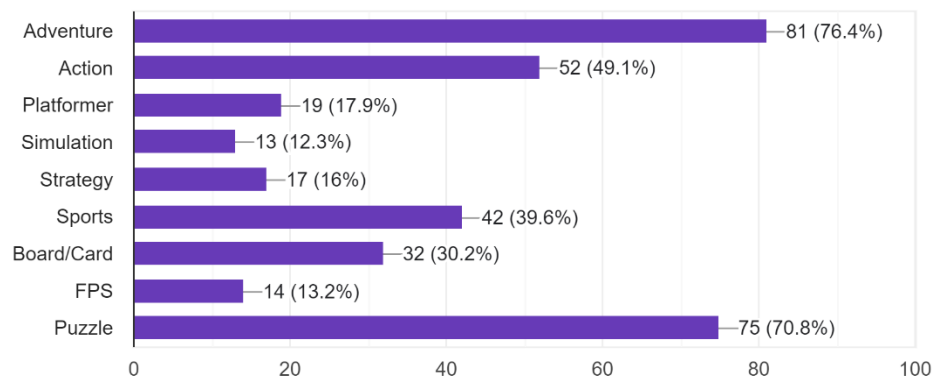


Fig.12 Different types of gameplays

Why do you play games?

107 responses

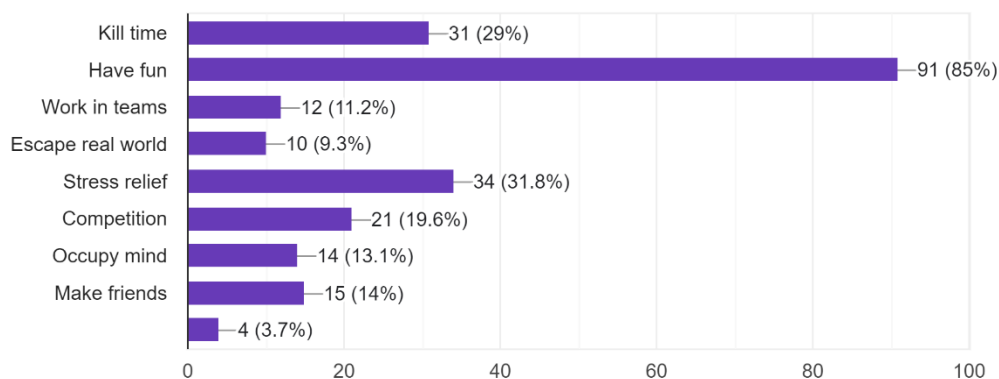


Fig.13. Why people love to play games

### What are your favourite gaming platforms?

105 responses

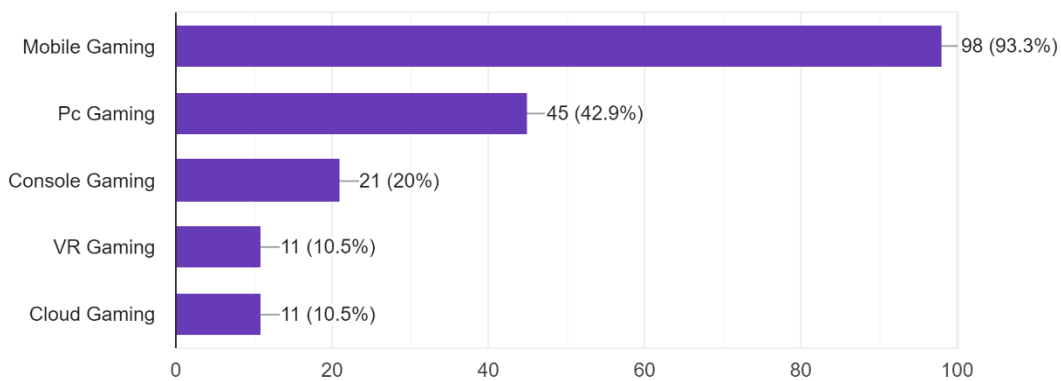


Fig.14. what are the favourite gaming platforms of players.

### Where do you get recommendations for mobile games?

106 responses

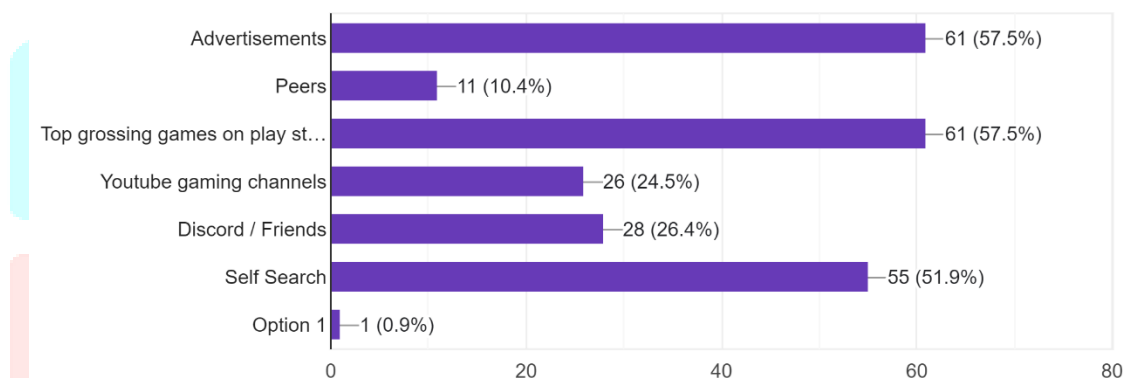


Fig.15. Where they get recommendations for games.

### Do you love to play Multiplayers Games?

106 responses

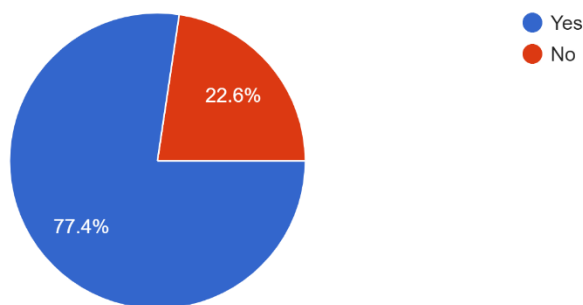


Fig.16 people love to play multiplayer gamers or not

you buy online games or make some ingame purchase?

106 responses

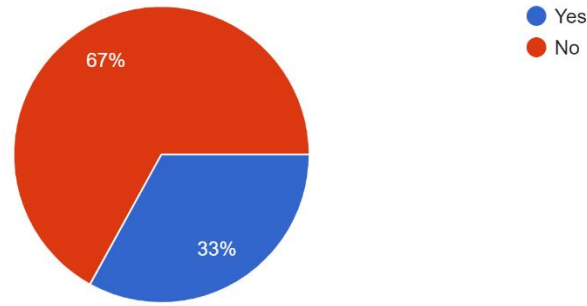


Fig.17. Should they buy or make some online in- game purchase

How much time (hours) you play games in a day?

104 responses

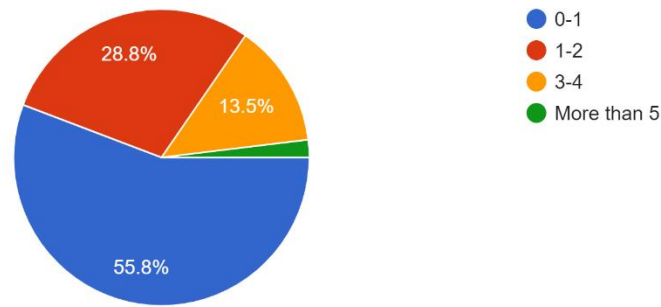


Fig.18. How much time they love to play games.

Do you know about E - SPORTS in India?

105 responses

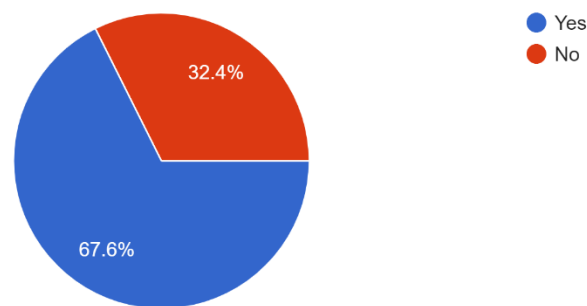


Fig.19. They know about esports in India or not.

Do you know about livestreaming? If yes than which platform you prefer most?

100 responses

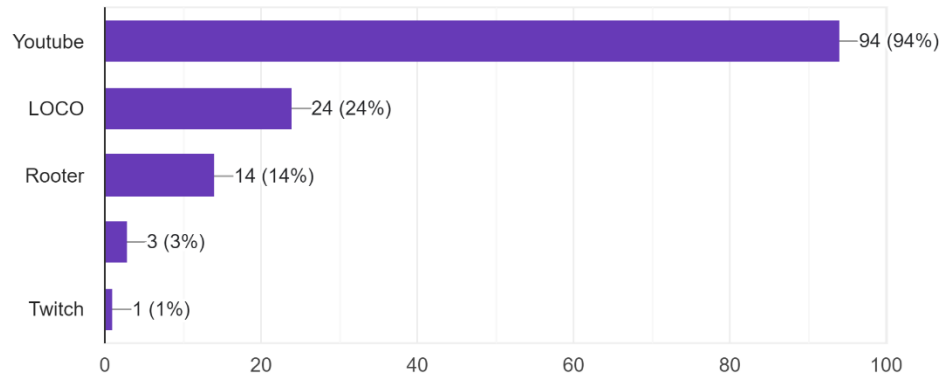


Fig.20.people know about livestreaming & content creation through different types of streaming platforms in India.

Do you believe that video games are beneficial for a child to play?

105 responses

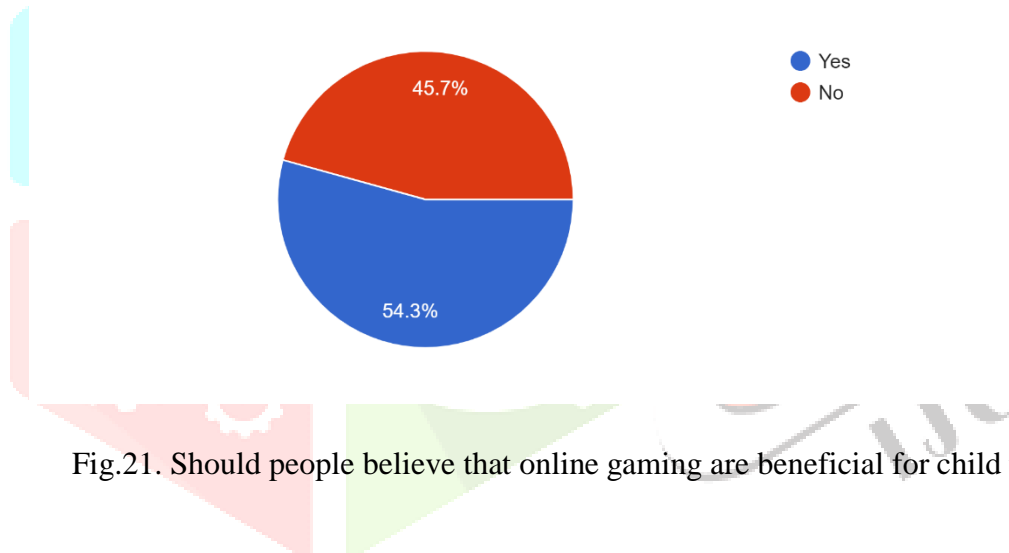


Fig.21. Should people believe that online gaming are beneficial for child to play or not.

Are you agree with , Gaming should be part in education system of india?

105 responses

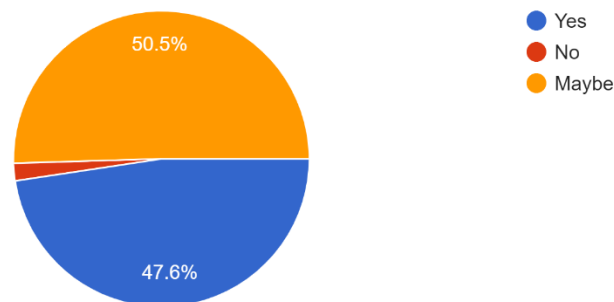


Fig.22. people agreed with that online gaming should part in education system in India.

Is online gaming beneficial to society?

106 responses

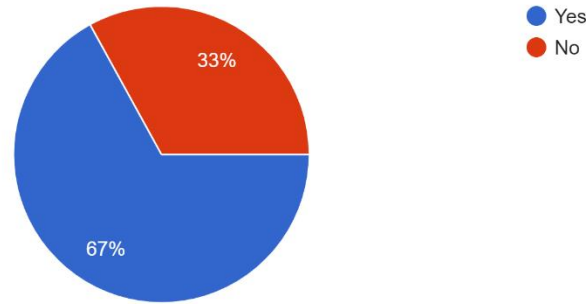


Fig.23. What are the opinions about online gaming is beneficial to society or not.

What do you think Gaming sector will rise in Future ?

106 responses

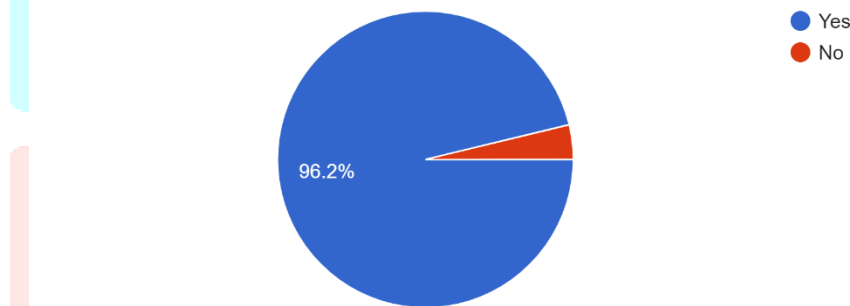


Fig.24. what they think Indian online gaming sector should grow more and rise in future or not.

## Conclusion:

The statistics demonstrate the staggering expansion of the online gaming market in India. As the number of smartphones and computers with direct carrier billing rises, there is an obvious opportunity for online game makers.

Indian customers are now spending more time and money playing online games because to this expanding trend. With more people using smartphones and making in-app purchases, the Indian online gaming sector is expected to grow, offering developers a profitable opportunity.

These days, the Indian online gaming market is expanding each month. Particularly following the pandemic, when youngsters have more free time and even adults have been introduced to this gaming world.

Additionally, it has provided chances for business owners to develop new strategies for marketing their goods. There are also new businesses entering this sector, and even investors are investing substantially in them because they have the potential to expand across the nation.

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