



## **PUBG MOBILE'S ACTIVITIES TO ATTRACT FINANCIAL INVESTMENT FROM PLAYERS.**

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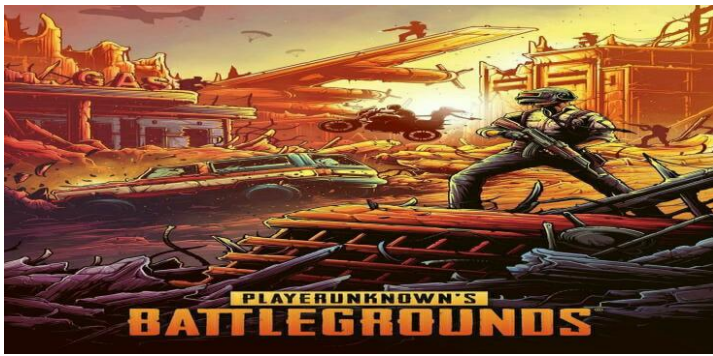
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**INTRODUCTION-** THROUGH THIS RESEARCH WE ARE TRYING TO FIND OUT THE IMPACT OF MARKETING EFFORT OF PUBGM ON ITS CASUAL PLAYERS TO CONVERT THEM IN PROFIT GIVING PLAYERS BY MAKING THEM TO INVEST IN THE MOBILE GAME.

THROUGH THIS RESEARCH WE CAN ALSO EMPHASIS ON THE PSYCHOLOGICAL IMPACT OF PUBGM ON DIFFERENT AGE GROUP BECAUSE OF ITS MARKETING EFFORT IN THE VIRTUAL GAME. HOW THE GAME IS ABLE TO TAKE OUT MONEY NOT ONLY FROM SMALL CHILDREN BUT ALSO FROM GROWN UP ADULTS? WE WILL ALSO GET TO KNOW ABOUT THE OPINION OF DIFFERENT AGED INDIVIDUALS REGARDING, "WHETHER TO INVEST IN GAME OR NOT"



## PUBG MOBILE GAMES

- 1] PUBG is a multiplayer battle royal style online games.
- 2] Android users finally have the ability to play their game on their mobile for free.
- 3] PUBG corporation developed and published PUBG.
- 4] PUBG corporation is a subsidy of South Korean game company Bluehole.
- 5] PUBG MOBILE was developed by a Tencent Chinese company.

## ABOUT THE COMPANY

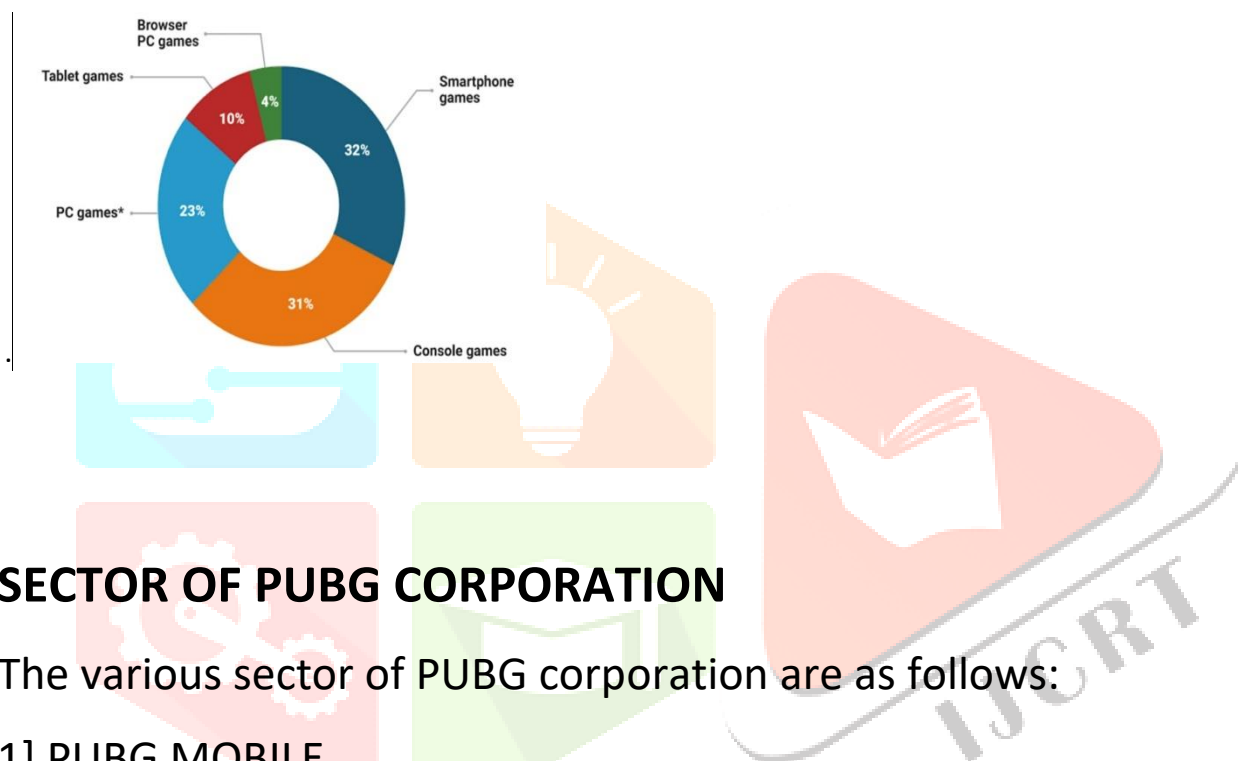


**PUBG CORPORATION:** It's an online game developer based in seoul, south korea. It is the company behind PUBG, a multiplayer online royal battle game. The company is subsidiary of Korean publisher Bluehole. It is a member of the krafton game union , began as bluehole ginno games ,inc. in 2009 and later renamed as public corporation. It has multiple operation offices globally across North America, Europe, Japan and china with the goal of developing PUBG as a global franchise , the company is currently undertaking a number of projects in esports, product , licensing and more.

## INDUSTRY: ELECTRONICS GAMES

The global video and electronics games market generates dollars 152.1 billion in 2019, up 9.6% over last year gaming morphs into content and communications , according to a report by gaming analytics

The industry is the development , marketing of video games. Electronic games can be played through a computer device , such as mobile games, gaming console . Electronic games are a billion dollar business. It is component parts of employ through thousands of people worldwide.



## SECTOR OF PUBG CORPORATION

The various sector of PUBG corporation are as follows:

- 1] PUBG MOBILE
- 2] PUBG MOBILE LITE
- 3]PUBG MOBILE-NEW ERA

PUBG MOBILE, PUBG MOBILE LITE and PUBG MOBILE-NEW ERA is an online multiplayer battle royale game developed by PUBG corporation . Even PUBG corporation have also pc games released in 2017. So these are the various sector of PUBG corporation which is also published by them only . It is the subsidiary of south korea game company Bluehole.

## TENCENT COMPANY

It is a Chinese multinational technology conglomerate holding company . It is the world's largest video game collector , as well as one of the most financially valuable companies. Its service includes social network , music, web portals , mobile games ,internet service ,smartphones.

In part of the games success in early access, tencent games , the largest publisher of video games in china approached bluehole that same month with an offer to publish battlegrounds in china and purchase equity in the company.



On November 22 2017 tencent formally entered into a strategic corporation and obtain exclusive rights to operate PUBG in china. So tencent company leads the big role in PUBG as compared to other companies.

## INDUSTRY AND SECTOR

### INDUSTRY-CONGLOMERATE

A conglomerate is a multi-industry company i.e a combination of multiple business entitles operating in entirely different industries under one corporate group , usually involving a parent company and many subsidiaries.

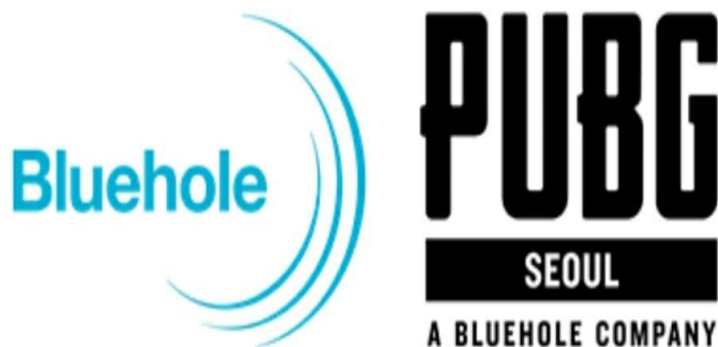
### SECTOR:

It refers to the sector of the stock market that companies holding a variety of a diverse and sometimes unrelated subsidiary companies.

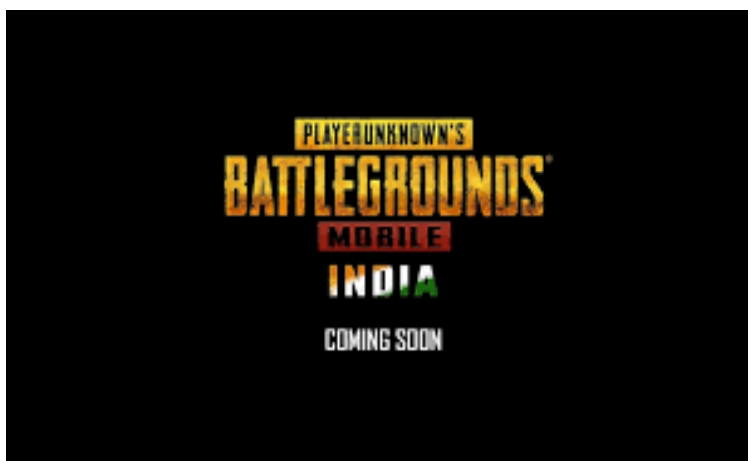
TATA group has a large numbers of diversified business and a great example of a conglomerate , another is Samsung the electronics .

## BLUEHOLE COMPANY

It is a south Korean game developer based in Buandang-gu , Sengonam , South korea . It is best known for developing TERA and PUBG . BLUEHOLE is worth 4.6 billion dollars.



PUBG corporation which is actually a subsidiary of South Korean game developing company name BLUEHOLE. To enter the gaming market of china , Bluehole held hands with the Chinese gaming company Tencent , which went on to introduce the mobile version of the game.





### LITERATURE REVIEW-

PUBG enjoys most of its following in the smartphone platform in India. It is also a favourite time pass for the people at night.

According to the research of internet service provider Jana for Quartz, PUBG has been acclaimed as one of the most popular online battle royal game for the year of 2018.



PUBG mobile also has other offerings to its users in the form of gun skins, outfits, emotes and special privilege as royal pass, through which it earns money.

Various sponsored tournaments are also being organised for PUBG players which turns to be a profit making opportunity for the PUBG users. Many national and international tournaments are held which has price pull of descent amount.





**PROBLEM STATEMENT/RATIONALE, OF THE RESEARCH.**

- Activities of PUBG mobile to form commercial relation among its casual users.
- Satisfaction level of the users after investing financially into the PUBG mobile game.
- Opinion of the research participants regarding the continuation of financial investment in the game in future.

**HYPOTHESIS- Alternative hypothesis**

**'There is direct relation between the activities of PUBG mobile and the reactions of the "commercial users".'**





## OBJECTIVES-

- 1.) Learn marketing activities from which we can attract consumers through mobile gaming.
- 2.) The changing attitude of the consumers after investing in the game.
- 3.) The extraordinary activities of PUBG MOBILE to convert its casual users into commercial users.
- 4.) How to maintain the quality of service provided which will attract more commercial users in the near future recurringly.
- 5.) How to be relevant with the current happening situations and events & optimizing the game according to the scenario.



- **BACKGROUND STUDY**- PUBG(Player Unknown's Battleground) is an online multiplayer battle royal game which is created by PUBG Corporation a subsidiary of south Korean video game company BLUEHOLE and its mobile version is published by TENCENT GAMES which has 4 internal game development studios namely TiMi studio Group, Morefun Studio Group, Lightspeed & Quantum studio Group, Aurora studio Group. Out of this 4 studios the responsible one for PUBG mobile is Lightspeed & Quantum studio Group. MOBILE VERSION OF PUBG WAS RELEASED ON MARCH 19, 2018.

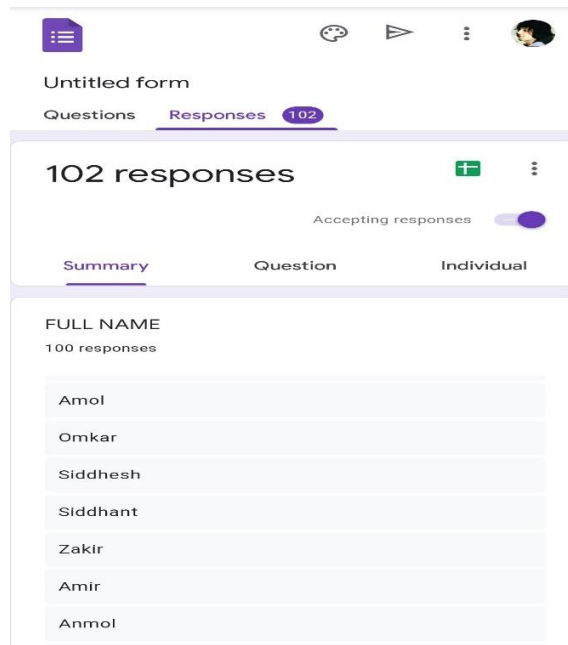
## **\*RESEARCH METHODOLOGY\***

**\*RESEARCH DESIGN**-We will be creating Google survey forms consisting various types of questions mainly like-

- 1.) **Awareness questions-** Which will constitute questions regarding the emergence of the participants towards PUBG mobile.
- 2.) **Activities questions-** Through this questions we will test the knowledge of the participants regarding various activities of PUBG mobile through which the game attract the users to make monetary investment in the game.
- 3.) **Interest questions-** Through this questions we will get to know about the interests, likings, attractions of the participants in the mobile game out of its extraordinary activities provided to its users.
- 4.) **Opinion questions-** Through this questions we will get knowledge about the behaviour and attitude of participants after experiencing the extraordinary services after monetary investment in the game.

## **\*RESEARCH TYPE/DATA COLLECTION METHOD-**

**Descriptive research-** This type of research mainly emphasizes on better defining the opinion, attitude, behaviour of the group of people on a given subject. This will allow us to measure the credibility of our research on the overall population which we are going to study, as well as the changes in the opinions, attitudes & behaviour over the time.



Untitled form

Questions Responses 102

102 responses

Accepting responses

Summary Question Individual

FULL NAME  
100 responses

Amol
Omkar
Siddhesh
Siddhant
Zakir
Amir
Anmol

**\*POPULATION**- We will be conducting a survey of around 100 individuals as PUBG mobile is most played game & the considered quantity of population will provide utmost quality of result as they will be participating on their willingness and availability.

**\*SAMPELING METHOD**-

**CONVENIENCE SAMPELING**- The participants are selected on the basis of their availability & willingness to take part. This will give us most relevant and quality results.

**\*SAMPELLING FRAME**- We are going to conduct survey by the assistance of Google's survey facility namely "GOOGLE FORMS" & send them to the participants on their mobile devices and requesting them to revert their valuable feedbacks.

## **\*DATA COLLECTION INSTRUMENT-**

**QUESTIONNAIRES-** We will construct an online questionnaires which will be sent by us to the participants and by performing this task we will get the knowledge about their interests, opinions, likings, behaviour, attitude.

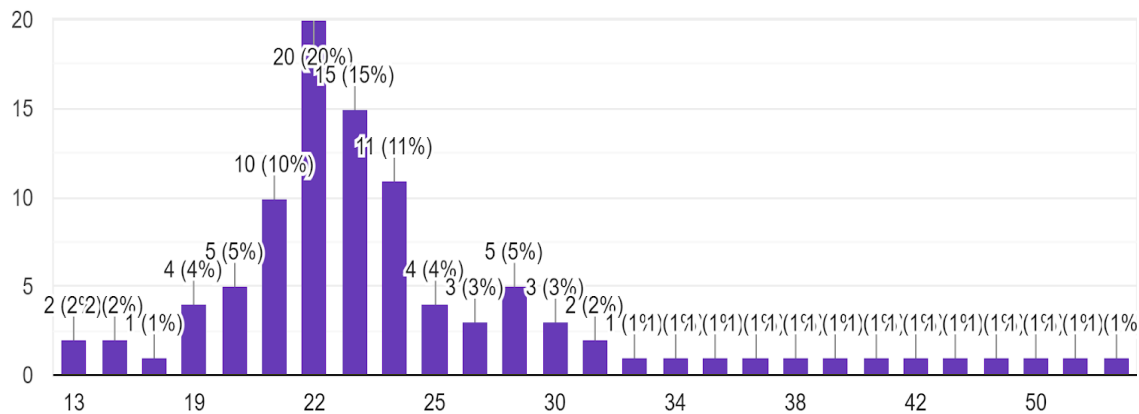
## **DATA ANALYSIS,INTERPRETATION AND RESULTS/FINDINGS**

**Following are the questions which we are going to ask to our participants in the research process-**

1. AGE
2. DO YOU KNOW WHAT IS PUBG MOBILE?
3. WHAT SERVICE DO PUBG CORP. AND KRTON GAME UNION PROVIDES THROUGH PUBGM?
4. FULL FORM OF PUBG?
5. WHAT DOES PUBGM OFFERS IT'S PAYING PLAYERS WHICH MAKES THEM APPER DIFFERENT FROM OTHER ODINARY PLAYERS?
6. IN WHICH ITEM PROVIDED BY PUBG MOBILE TO IT'S PAYING PLAYERS,HAVE YOU INVESTED MOST OF YOUR MONEY?
7. UNTILL PUBGM BAN HOW MUCH AMOUNT HAVE YOU INVESTED IN THE MOBILE GAME? (in RS)
8. HOW MUCH TIME DO YOU SPENT ON PUBGM IN A DAY?
9. RATE YOUR SATISFACTION LEVEL AFTER YOU PAID MONEY TO ENJOY CERTAIN PAID FACILITIES FROM PUBGM?
10. BEFORE THE LAUNCH OF ANY NEW GUN SKIN, VEHICLE SKIN, ROYAL PASS, OUTFITS OR OTHER ITEMS, PUBGM USE TO DEDICATE A CERTAIN SHORT VIDEO FEATURING THAT PERTICULAR ITEM, WHICH IS USED TO PLAY WHEN YOU OPEN THE GAME. DO YOU LIKED THAT EFFORT FROM PUBGM?
11. RATE YOUR SATISFACTION LEVEL REGARDING CERTAIN OUTCOMES WHEN YOU INVEST IN PUBGM?
12. DOES IS IT EVERY TIME A SATISFACTORY OUTCOME WHEN YOU INVEST IN PUBGM?
13. IS IT WORTH ACCORDING TO YOU TO INVEST IN THE GAME TO SATISFY YOUR EGO OR SELF ESTEEM BY BECOMING DIFFERENT FROM OTHER PLAYERS OF THE GAME BY ACQUIRING CERTAIN ITEMS?

## AGE

100 responses

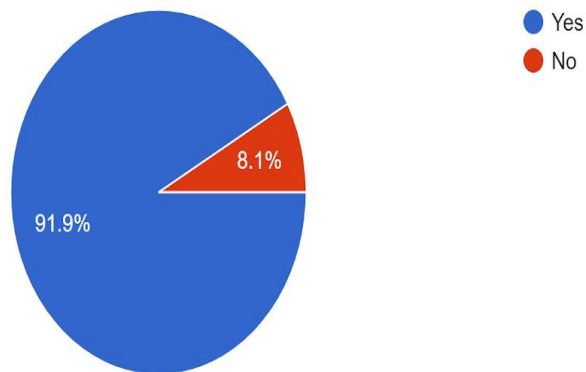


THIS GRAPH SHOWS THAT MAXIMUM OF THE RESPONSES ARE FROM INDIVIDUALS AGED 19-25.

INDIVIDUALS AGED FROM 30-50 HAVE ALSO PARTICIPATED IN OUR RESEARCH. THIS SHOWS THAT THE MARKETING EFFORT OF PUBGM TO ATTRACT 'PROFIT GIVING PLAYERS' WAS MUCH IMPACTFUL AS THE INDIVIDUALS AGED FROM 30-50 ARE VERY DIFFICULT TO ATTRACT FOR CERTAIN FINANCIAL INVESTMENT.

Do you know what is PUBG mobile

99 responses



THE ABOVE MENTIONED DATA SHOWS THAT ABOUT 92% OF INDIVIDUALS ARE AWARE ABOUT PUBGM.

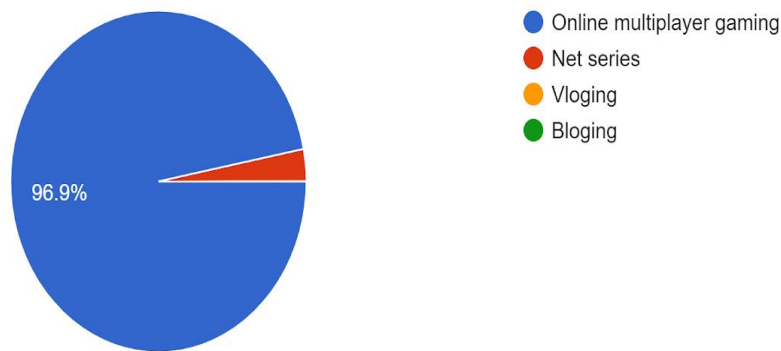
AROUND 8% INDIVIDUALS ONLY ARE UNAWARE ABOUT PUBGM.

THIS SHOWS THAT PUBG CORP. WAS MUCH IMPACTFUL IN ITS INGAME MARKETING ACTIVITIES, AS MORE THAN 90% OF PUBLIC IS AWARE ABOUT PUBGM IN OUR RESEARCH.



What service do PUBG corp. and krafton game union provides through PUBGM.

98 responses



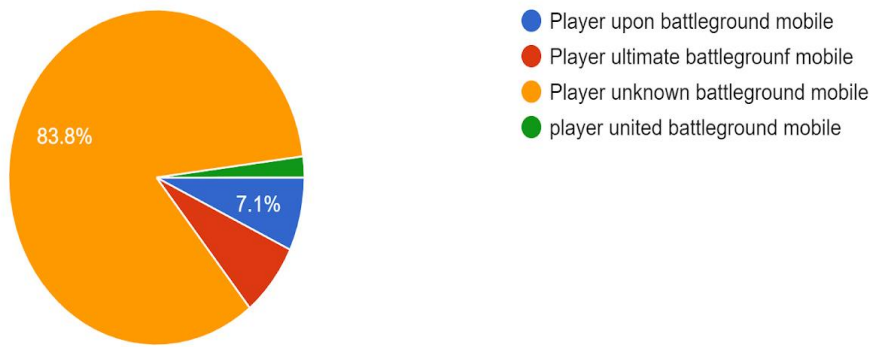
THIS QUESTION WAS ASKED TO THE INDIVIDUAL TO KNOW THAT WHETHER THE INDIVIDUAL HAS GENUINE KNOWLEDGE ABOUT PUBGM AND NOT FILLING THE SURVEY FORM UNKNOWINGLY.

AROUND 97% OF INDIVIDUALS ARE AWARE ABOUT THE SERVICE PROVIDED BY PUBG CORP. AND KRAFTON GAME UNION PROVIDES THROUGH PUBGM.

THIS RESULTS IN UTMOST QUALITY OF OUTCOMES FROM THE RESEARCH.

Full form of PUBG mobile.

99 responses



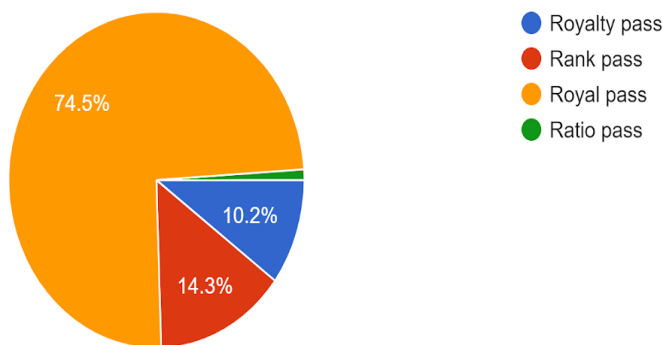
THIS QUESTION WAS ASKED TO CHECK THE GENERAL KNOWLEDGE OF THE PARTICIPANT IN THE RESEARCH PROCESS.

AROUND 84% OF PARTICIPANTS KNOW THE FULLFORM OF PUBG MOBILE.

THIS ASSURES THAT THE DATA COLLECTED IN THE RESEARCH PROCESS IS OF UTMOST QUALITY.

what does PUBG mobile offers it's playing players which makes them appear different from other ordinary players.

98 responses

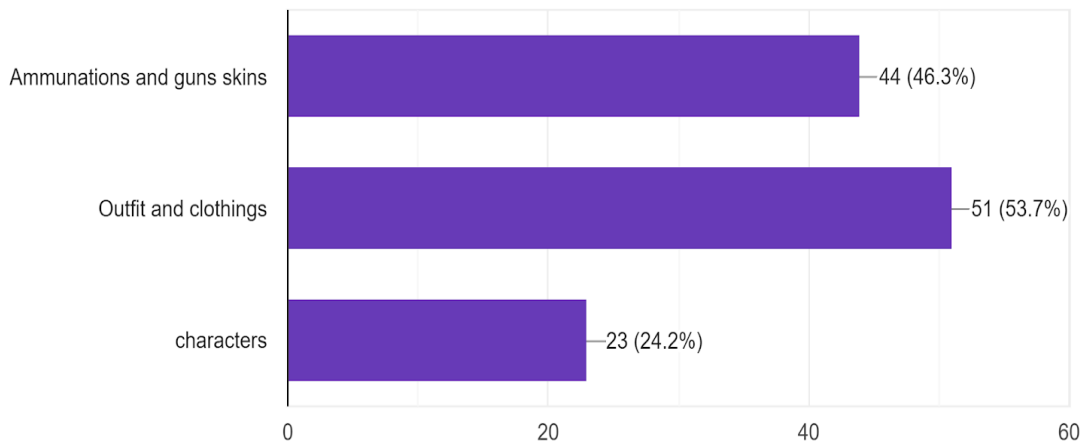


WHETHER THE INDIVIDUAL IS AWARE ABOUT THE BENEFITS OR FACILITIES PROVIDED TO THE PLAYER BY PUBGM UPON ITS MONETARY INVESTMENT IN THE GAME.

## AROUND 75% OF PARTICIPANTS KNOW WHAT PUBGM PROVIDES THEM TO APPEAR DIFFERENT FROM OTHER ORDINARY PLAYERS UPON MONETARY INVESTMENT IN THE GAME.

In which item provided by PUBG mobile to it's paying players, have you invested most of your most of money?

95 responses



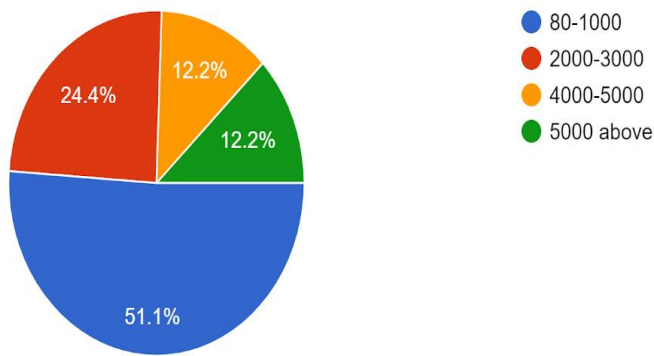
DIFFERENT INDIVIDUALS HAVE DIFFERENT LIKINGS. PUBG MOBILE HAS TO COPE-UP WITH THESE DIFFERENT LIKINGS OF DIFFERENT INDIVIDUALS, BECAUSE IF IT WILL NOT PUBGM WILL LOOSE MOST OF ITS PAYING PLAYERS.

THIS DATA SHOWS US THAT HOW THE PUBGM IS ABLE TO SATISFY DIFFERENT LIKINGS OF DIFFERENT INDIVIDUALS AT A SAME TIME.

THIS SHOWS THE IMPACT OF PUBGM'S MARKETING EFFORT ON THE PSYCHOLOGY OF DIFFERENT INDIVIDUALS ACCORDING TO THEIR DIFFERENT LIKINGS.

Untill PUBGM ban how much amount have you invested in the mobile game?(in Rs.)

90 responses



THIS DATA SHOWS THAT HOW WILLINGLY AND UPTO HOW MUCH AMOUNT AN INDIVIDUAL HAS INVESTED IN THE GAME BEFORE ITS BAN IN INDIA.

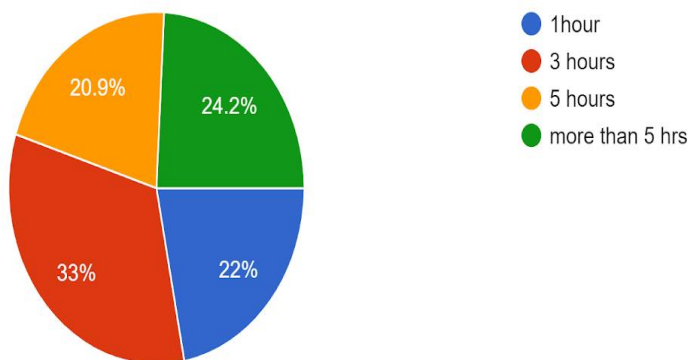
AROUND 51% INDIVIDUALS HAVE INVESTED Rs.80-1000.

24% INDIVIDUALS GAVE INVESTED Rs.2000-3000.

12% OF PARTICIPANTS HAVE INVESTED Rs.4000-5000 AND 5000 OR ABOVE.

How much time do you spent on PUBGM in a day?

91 responses



THIS QUESTION WAS ASKED TO PARTICIPANTS TO KNOW ABOUT THE ADDICTIVENESS OF THE PUBGM GAME AND ITS IMPACT ON THE DAILY ROUTINE.

22% OF INDIVIDUALS USE TO PLAY THE GAME FOR 1 HOUR.

33% OF INDIVIDUALS USE TO PLAY THE GAME FOR 3 HOURS.

21% OF INDIVIDUALS USE TO PLAY THE GAME FOR 5 HOURS.

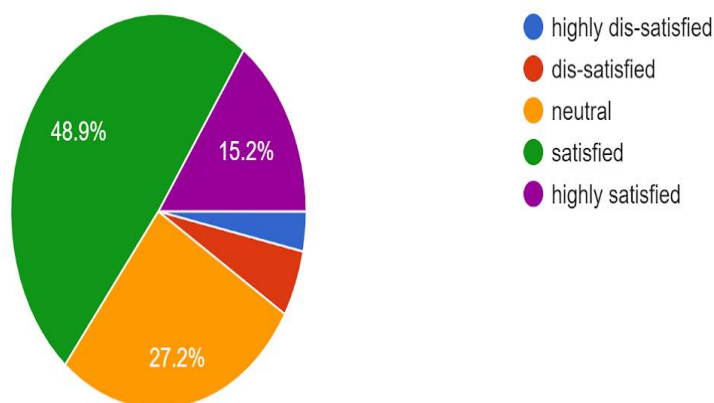
24% OF INDIVIDUALS USE TO PLAY THE GAME FOR MORE THAN 5 HOURS.

ADDICTION MAKES AN INDIVIDUAL TO INVEST IN THAT PARTICULAR ADDICTION MORE AND MORE BY THE TIME.



Rate your satisfaction level after you paid money to enjoy certain paid facilities from PUBGM.

92 responses



THIS QUESTION SHOWS US THE SATISFACTION LEVEL OF THE PLAYERS AFTER THEIR MONETARY INVESTMENT IN THE GAME FOR ENJOYING CERTAIN INGAME FACILITY.

3% OF PARTICIPANTS ARE HIGHLY DIS-SATISFIED AFTER INVESTMENT.

6% OF PARTICIPANTS ARE DIS-SATISFIED AFTER INVESTMENT.

27% OF PARTICIPANTS ARE NEUTRAL AFTER THEIR INGAME INVESTMENT.

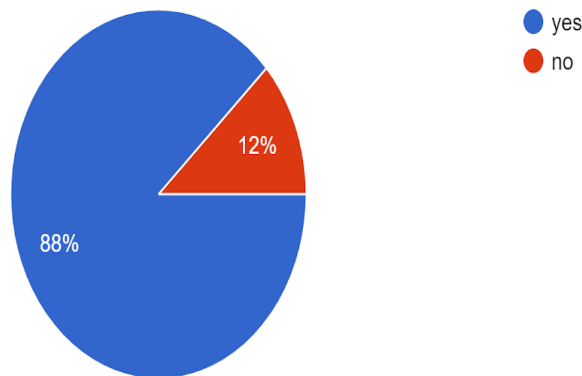


PUBGM IS ABLE TO SATISFY AROUND 49% OF THE PARTICIPANTS ON THEIR INVESTMENT.

15% OF THE PARTICIPANTS HIGHLY-SATISFIED AFTER INVESTMENT.

Before the launch of any new gun skin, vehicle skin, Royal pass, outfits or other items PUBGM use to dedicate a certain short video featuring that p...en the game, do you liked that effort from PUBGM.

92 responses

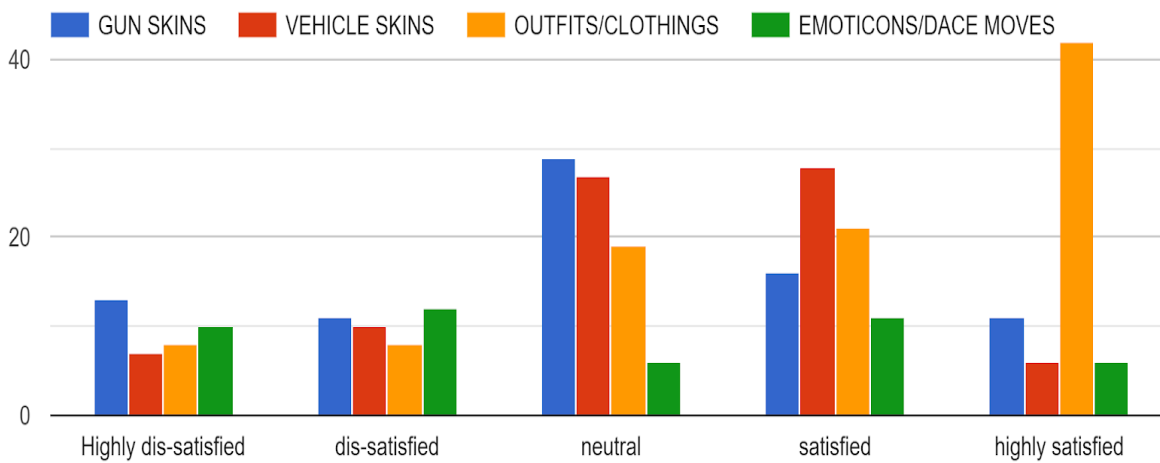


WHETHER THE PARTICIPANTS USE TO GET INFLUENCE BY THE INGAME CINEMATOGRAPHIC PRESENTATION IN PUBGM BEFORE MAKING ANY INVESTMENT DECISION REGARDING CERTAIN INGAME FACILITY OR FEATURE, THIS WAS THE MAIN MOTIVE BEHIND THIS QUESTION

THE ABOVE DATA SHOWS THAT PUBGM IS WELL ACCURATE AND PRESIZED IN ITS MARKETING EFFORT AS 88% OF PARTICIPANTS GOT INFLUENCED BY THE INGAME MARKETING EFFORT.

ONLY 12% INDIVIDUALS ARE AGAINST THIS EFFORT OF PUBGM AS THIS PROCESS IS TIME CONSUMING AND SOMETIME THE INDIVIDUAL ISN'T WILLING TO INVEST IN THE GAME.

Rate your satisfaction level regarding certain outcomes from your monetary investment in the PUBG M

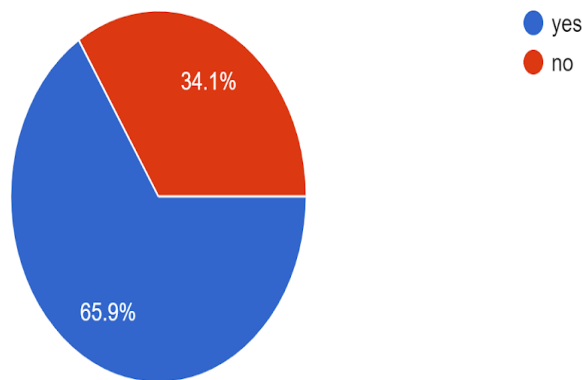


OUTCOME OF THIS DATA SHOWS US THAT HOW PUBGM IS ABLE TO MAINTAIN EQUILLIBRIUM BETWEEN THE LIKINGS OF THE INDIVIDUAL AND THE OUTCOME AFTER THE INVESTMENT.

THE OUTCOME AFTER THE MONETARY INVESTMENT IN THE GAME IS PRETTY MUCH DEPEND ON THE LUCK FACTOR.SO THE INDIVIDUAL IS INVOLVED IN THIS PROCESS MUCH EMOTIONALLY WHICH WILL INFLUENCE THE SATISFACTION LEVEL DIRECTLY.SO THE ACCURACY OF THE RESULTS AND FINDINGS IS OF UTMOST QUALITY.

Does it every time a satisfactory outcome when you invest in PUBGM.

91 responses



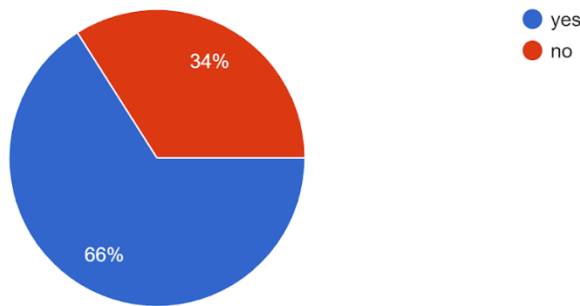
THROUGH THIS QUESTION WE ARE TRYING TO GET TO KNOW ABOUT THE PUBGM'S EFFORT AND THE INDIVIDUALS SATISFACTION OR DIS-SATISFACTION AFTER THE OUTCOME OF PUBGM'S EFFORT.WHETHER THE INDIVIDUAL IS SATISFIED OR DIS-SATISFIED BY HIS/HER INGAME INVESTMENT AND THE INGAME OUTCOME OF THAT INVESTMENT.

ACCORDING TO THE ABOVE MENTIONED DATA PUBGM IS ABLE TO SATISFY 66% OF THE PARTICIPANTS.THIS RESULTS IN A CUTTING EDGE IN THE COMPETITIVE MARKET AND A SUCCESSFUL BUSINESS.

34% OF THE PARTICIPANTS ARE DIS-SATISFIED REGARDING THE OUTCOMES UPON THEIR MONETARY INVESTMENT IN THE GAME.

is it worth according to you to invest money in the game to satisfy your ego or self esteem by becoming different from other players of the game by acquiring certain items.

94 responses



OUTCOME OF THIS QUESTION DEPICTS THE RELATION BETWEEN INGAME MONETARY INVESTMENT AND HUMAN EMOTIONS, BECAUSE OF MARKETING EFFORT OF PUBGM.

WETHER AN INDIVIDUAL SHOULD INVEST MONEY ON THE GAME TO FULLFILL ITS EMOTIONAL REQUIREMENTS OR NOT?

66% OF THE PARTICIPANTS ARE IN THE FAVOUR AND 34% OF PARTICIPANTS ARE AGAINST.

### **LIMITATIONS OF THE STUDY-**

1. THE AVAILABILITY OF PRIMARY DATA AND LITERATURE REVIEW WAS NOT ENOUGH AS THE TOPIC IS UNREGULAR AND REQUIRES FRESH EFFORTS.
2. TIME AVAILABILITY AND THE WILLNGNESS OF THE PARTICIPANTS.
3. SUDDEN BAN ON PUBG IN INDIA.

## CONCLUSION

ACCORDING TO THE RESEARCH WE CAN CONCLUDE THAT PUBGM USES MARKETING STRATEGIES WHICH DIRECTLY CONCENTRATES ON THE EMOTIONS OF AN INDIVIDUAL AND PUTS EFFORTS ACCORDINGLY.

THIS RESULTS RECURRING INVESTMENT ON THE GAME BY THE PLAYER AND GENERATION OF REVENUE FOR THE COMPANY.

TILL NOW PUBGM IS ABLE TO ATTRACT NUMEROUS PLAYERS AROUND THE GLOBE AND THEIR INVESTMENT AND GENERATED LARGE AMOUNT OF REVENUES OUT OF IT.

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