

# CHAPTER I

## INTRODUCTION

Player Unknown's Battlegrounds (PUBG), a globally popular multiplayer battle royal game, has revolutionized the gaming industry with its unique gameplay and innovative revenue models. Launched in 2017, PUBG quickly gained massive traction, blending competitive gaming with social interaction, has emerged as one of the prominent hubs for PUBG players and enthusiasts, contributing significantly to its popularity in India.

The game's success in Hyderabad can be attributed to the rapid - fire growth of internet penetration, affordable smartphones, and the rising interest in e-sports among the youth. PUBG's business model leverages free-to-play access while generating profit through in-game purchases, advertisements, and partnerships. The monetization strategy focuses on creating a seamless gaming experience while encouraging players to invest in cosmetic upgrades, battle passes, and exclusive content. This model ensures high player engagement and substantial earnings, making PUBG a case study for modern digital business strategies.

In Hyderabad, PUBG's influence extends beyond entertainment. The city has witnessed the rise of PUBG-themed cafes, gaming tournaments, and online streaming channels, transforming the game into an economic business opportunity. Local entrepreneurs have tapped into this trend, fostering a vibrant gaming culture while creating employment in e-sports management, event planning, and content creation.

This study explores PUBG's revenue streams, its socio-economic impact, and how it has integrated into Hyderabad's gaming and business ecosystem. By analyzing PUBG's strategies and their applications in Hyderabad, the study aims to provide insights into how digital entertainment platforms can drive innovation and economic growth in urban markets.

The rise of PUBG in Hyderabad reflects a larger global trend where gaming transcends its traditional role as a source of entertainment to become a powerful economic driver. With Hyderabad's growing middle class, increasing smartphone penetration, and widespread availability of affordable data, the city has become an ideal environment for digital entertainment platforms like PUBG to flourish. PUBG has not only captivated players but has also stimulated entrepreneurship and innovation, giving rise to a dynamic gaming subculture that integrates technology, creativity, and commerce.

one of the key factors contributing to PUBG's success in Hyderabad is its appeal to the youth. The game's social features, such as team-based gameplay, voice chat, and community challenges, foster collaboration and engagement among players. For many, PUBG is more than just a game; it is a medium for social interaction and community building. This has led to the formation of gaming clans, professional teams, and fan communities, which frequently host meetups, tournaments, and live-streaming events. these activities have created new opportunities for local businesses to collaborate and monetize the growing interest in e-sports.

Furthermore, PUBG's integration with streaming platforms like YouTube and Twitch has amplified its reach in Hyderabad. Many local gamers have emerged as influencers, attracting thousands of followers and monetizing their gameplay through advertisements, sponsorships, and fan contributions. This has inspired a new generation of content creators who view gaming not just as a hobby but as a viable career path. In conclusion, PUBG's revenue model and business applications have significantly influenced Hyderabad's economic, social, and cultural landscape. By fostering a vibrant gaming ecosystem, the game has transformed how people interact with technology, entertainment, and commerce. This study aims to delve deeper into PUBG's monetization strategies and their local applications, providing insights into the broader implications of gaming in modern urban economies.

Player Unknown's Battlegrounds (PUBG) is an online multiplayer battle royal game developed and published by PUBG Corporation, a subsidiary of South Korean video game company Blue hole. The game is based on previous mods that were created by Brendan "Player Unknown" Greene for other games, inspired by the 2000 Japanese film Battle Royale, and expanded into a standalone game under Greene's creative direction. A battle royal genre of game is the type of video game that mixes survival, exploration and scavenging items for survival in the game with the "Last man standing" game play. In the game, up to 100 players parachute onto an island and scavenge for weapons and equipment to kill others while avoiding getting killed. The available safe area of the game's playable area decreases in size over time, displacing the surviving players into tighter areas to force encounters against each other. The last player or team which eliminates the others get a chance to win the round, for which they are rewarded with experience and bonus points which includes points for the number of people killed in each round. It was officially launched in December 2017 and can be played on both gaming consoles and smart phones. The game has been downloaded over 100 million times on Google. Online video gaming has become one of the world's most popular leisure time activities among youth. Research has consistently shown that gaming can bring many positive benefits including

therapeutic, medical, health, cognitive, and educational benefits. However, for a small minority, gaming can be problematic and potentially addictive.

A video game is an electronic game that involves human interaction with a user interface to generate visual feedback on a video device which is any type of display device that can produce two- or three-dimensional images. In the early 2000s, mobile games gained popularity in Japan's mobile phone culture, years before the United States or Europe. By 2003, a wide variety of mobile games were available on Japanese phones, ranging from puzzle games and virtual pet titles that utilized camera phone and fingerprint scanner technologies to 3D games with exceptionally high-quality graphics.

The launch of Apple's App Store in 2008 radically changed the market. First of all, it widened consumers' opportunities to choose where to download apps; the application store on the device, operator's store or third-party stores via the open internet, such as Get Jar and Handango. The Apple users, however, can only use the Apple App Store, since Apple forbids the distribution of apps via any other distribution channel. Secondly, mobile developers can upload applications directly to the App Store without the typically lengthy negotiations with publishers and operators, which increased their revenue share and made mobile game development more profitable. Thirdly, the tight integration of the App Store with the device itself led many consumers to try out apps, and the games market received a considerable boost.

A Global Phenomenon Player Unknown's Battlegrounds (PUBG), a battle royal game where 100 players compete to be the last survivor, has transcended the realm of mere entertainment to become a cultural phenomenon. Its impact is undeniable, captivating millions worldwide and reshaping the gaming landscape.<sup>1</sup> This study delves into the multifaceted influence of PUBG, specifically focusing on its revenue model, business applications, and socio-cultural impact within the vibrant city of Hyderabad, India.

Hyderabad: A Fertile Ground for Mobile Gaming Hyderabad, a burgeoning tech hub, boasts a youthful and tech-savvy population, making it an ideal environment for the proliferation of mobile gaming.<sup>2</sup> The city's robust internet infrastructure, coupled with a growing smartphone penetration rate, has created a fertile ground for the rapid adoption of mobile games like PUBG. This study aims to understand how PUBG has resonated with the Hyderabad populace, examining its influence on their leisure activities, social interactions, and even their aspirations.

A Multifaceted Appeal PUBG's enduring popularity stems from its unique blend of elements: Thrilling Gameplay: The intense, fast-paced action, coupled with the constant element of

surprise, provides an adrenaline rush that keeps players hooked.<sup>3</sup> **Competitive Spirit:** The winner-takes-all format fosters a highly competitive environment, driving players to constantly improve their skills and outmanoeuvre their opponents. **Social Interaction:** PUBG facilitates social interaction through team play, allowing players to connect with friends, form alliances, and strategize together, fostering a strong sense of community.<sup>4</sup> **Accessibility:** The availability of PUBG Mobile has democratized access to the game, making it accessible to a wider audience, including those with limited access to high-end gaming PCs.

**A Multi-Pronged Approach** PUBG's success is underpinned by a sophisticated revenue model: **In-App Purchases:** A primary source of income, in-app purchases allow players to acquire cosmetic items like skins, emotes, and exclusive outfits for their characters, enhancing their in-game experience and personalizing their gameplay.<sup>5</sup> **Battle Passes:** Seasonal battle passes offer tiered rewards, incentivizing players to actively engage with the game and unlock exclusive items by completing challenges and progressing through levels. **Collaborations and Sponsorships:** Partnerships with brands and celebrities can generate significant revenue through in-game advertising, co-branded items, and exclusive events.<sup>6</sup> **Esports Tournaments:** The rise of competitive PUBG has created lucrative avenues for revenue generation through tournament entry fees, advertising revenue, and merchandise sales.

**Beyond Gaming** PUBG's influence extends beyond the realm of gaming, creating new business opportunities: **Esports Ecosystem:** The emergence of professional PUBG players and teams has spurred the growth of the esports ecosystem in Hyderabad, with the rise of gaming cafes, training academies, and streaming platforms. **Content Creation:** PUBG has fuelled the growth of content creators, such as streamers and YouTubers, who generate entertaining content around the game, attracting viewership and generating revenue through advertisements and sponsorships. **Community Building:** PUBG has fostered the growth of online and offline gaming communities, creating platforms for players to connect, share their experiences, and participate in social events.<sup>7</sup> **Technological Innovation:** The development of PUBG has spurred advancements in game development technology, such as improved graphics, more realistic physics, and enhanced artificial intelligence.<sup>8</sup> **Socio-Cultural Impact: A Double-Edged Sword.**

The highly addictive nature of the game can lead to excessive gaming, impacting academic performance, social life, and physical health.<sup>9</sup> **Social Isolation:** Excessive gaming can lead to social isolation, hindering real-life interactions and relationships.<sup>10</sup> **Violence and Aggression:** Concerns have been raised about the potential link between violent video games like PUBG

and aggressive behaviour, although research on this topic remains inconclusive. Time Management: The time-consuming nature of PUBG can impact productivity and time management skills, particularly among students and young adults.<sup>11</sup>

revenue model and business applications of PUBG in the context of Hyderabad, where the game has found a highly engaged and growing user base. With mobile gaming being one of the fastest-growing industries in India, PUBG's revenue generation strategies and business applications have transformed the way games interact with consumers, create new revenue streams, and sustain a long-term market presence. PUBG is currently a very popular game, the main content of the game is: 100 game player in the game to take airborne machine to complete the parachute in the island during the flight, each game is divided into several time periods, with the passage of time, the plane on the ground the random bombardment and ground drug on the island will need to continue to spread, game player safety zone in the current travel map and the next time the safety zone and avoid or use the search on the way to the offensive weapons and defense against enemy tools and game player will be able to survive, according to the public security zone will appear during the game time in the random narrow coverage, because the drug was completely covered the island until the fall, players must be in the island before destruction through combat until the survival To the last 1 or the last 1 groups, as a sign of the final victory. In order to win, we need to study it in depth.

Problem one: Predict the random trend of the coverage area in the whole game process, establish a parachute model for the initial time of game, choose the best parachute time and parachute location for 3 people in the game. Problem two: A model of the situation of the game between the enemy and the enemy is set up, and the quantification of how to operate the micro manipulation can improve the attack hit rate. Problem three: If the company held WCA games (WCG), your group is the game production company to participate in the work of the trainee or formal staff team, please give a measure of the game in the best performing team and the best individual (MVP) of the key indicators, calculation model of your original group quantitative and accordingly game and individual scores and rankings, distribution to determine gaming contest winners prize. The purpose of this paper is to analyse the trend of game contraction and the tactics of war by mathematical modelling.

The history of competition demonstrates that dominant market strategy was based on how to gain the largest market share over any competitors. However, it is not always true that a large

market share is indicative of a large profit. Therefore, within a dynamic environment, a world of uncertainty and extensive associated challenges, competitors are required to adopt strategies that best fit their organisational objectives. Organisations need to respond to the market and diversify both their strategies and their tactics. Strategies range from including, for instance, differentiation, low-cost strategies, price-skimming, focus, market-niche, and trial and error strategies, and so on. Such strategies and tactics may fit certain industries; however, the online gaming sector might be a completely different story due to the fact that online and live streaming games depend on user addiction and loyalty to the game in question, and therefore those users act as indirect marketers. Thus, these games will become known to the public through the positive word of mouth from these users themselves who attract and convince other potential players to download the game. Users, in turn, invite others to gain extra advantages within the game itself, such as extra rewards.

## **CHAPTER II**

### **RESEARCH METHODOLOGY**

This research employs a mixed-methods approach integrating both qualitative and quantitative research techniques to capture a holistic view of PUBG's business dynamics in Hyderabad.

#### **1. Qualitative Research Methods**

Qualitative research is essential for exploring the underlying perceptions, motivations, and experiences of stakeholders involved with PUBG in Hyderabad. This will help understand the broader implications of the game on the local gaming ecosystem.

#### **2. Quantitative Research Methods**

Quantitative research helps measure the scale and magnitude of PUBG's impact on local businesses and the gaming ecosystem, using statistical methods to analyse trends, patterns, and relationships.

**Surveys:** Target Population: Players, gaming cafe owners, eSports participants, digital marketers, and mobile retailers in Hyderabad.

**Survey Design:** A structured questionnaire with both closed-ended and Likert scale question.

### **2.1 NEED OF THE STUDY**

as a significant economic and cultural driver. This study is essential to understand PUBG's innovative revenue model, which combines free-to-play access with in-game purchases and strategic the exponential growth of PUBG in Hyderabad highlights the increasing relevance of mobile gaming collaborations, and its impact on local businesses. By analysing how PUBG has fostered entrepreneurship, created new job opportunities, and influenced consumer behaviour, this research aims to provide insights into the broader implications of digital gaming platforms. It will also explore how PUBG's success can serve as a blueprint for leveraging gaming to drive economic growth and social interaction in urban markets like Hyderabad

## **2.2 OBJECTIVES OF THE STUDY**

1. Analyse PUBG's revenue models in Hyderabad
2. Examine PUBG's business applications in Hyderabad
3. Identify factors influencing PUBG's adoption and monetization
4. Understand consumer behaviour: investigate the gaming habits, spending patterns, preferences of PUBG players in Hyderabad.

## **2.3 HYPOTHESIS**

**Null Hypothesis: (Ho)** The revenue model of PUBG has no significant effect on local businesses and consumer behaviour in Hyderabad.

**Alternative Hypothesis: (H1)** The revenue model of PUBG has a significant impact on local businesses and consumer behaviour in Hyderabad.

## **2.4 SCOPE OF THE STUDY**

The study focuses on the revenue model and business applications of PUBG in Hyderabad. It explores the various revenue streams of PUBG in the city. The study also examines the impact of PUBG on local businesses and consumer behaviour. It identifies opportunities and challenges for stakeholders in the gaming industry.

## **2.5 METHODOLOGY**

### **2.5.1 RESEARCH DESIGN**

1. Exploratory research: conduct in-depth interviews with PUBG players, streamers, and esports organizations in Hyderabad to understand their perceptions, motivations, challenges.
2. Descriptive research: collect quantitative data through surveys and online questionnaires to analyse the demographics, playing habits, and spending patterns of PUBG players in Hyderabad.

### **2.5.2 SAMPLE DESIGN**

- **Sampling Frame:** PUBG players, streamers, esports organizations, gaming residing in Hyderabad.
- **Sampling Method:** Stratified random sampling method to select participants from different player demographics, local businesses, industry experts in Hyderabad.
- **Sample size:** The sample size is limited to 100.

### **2.5.3 DATA COLLECTION METHODS**

#### **Primary data:**

Primary Data Collection for a study on PUBG Mobile's revenue models and business applications in Hyderabad would involve gathering firsthand information from various stakeholders directly involved with or affected by the game. Here's how primary data can be collected:

1. Surveys (for PUBG Mobile Users)
2. Interviews (with Industry Stakeholders)
3. Focus Groups (with Players & Local Influencers)
4. Observations (at Gaming Cafes or Events)
5. Data Analysis Approach

By utilizing these methods, primary data collection will provide a comprehensive understanding of PUBG Mobile's business models and their specific impact on the Hyderabad market.

### Secondary Data:

Secondary data will be collected from industry reports, academic papers, online articles, and market analysis on PUBG Mobile's revenue models and gaming trends. Additional insights will come from financial performance reports, case studies, and existing research on the mobile gaming market in India.

## **2.5.4 DATA ANALYSIS TOOLS**

According to the nature of the data for the appropriate interpretations of the study will be use data analytical tool Power BI for charts, graphs, and statistical tool excel for percentages, Mean, Mode and Median.

## CHAPTER III

### LITERATURE REVIEW

Revenue model and business application of PUBG in Hyderabad Mobile gaming and PUBG's global influence: Growth of Mobile Gaming: Mobile gaming is a rapidly expanding segment within the global gaming industry. According to Newzoo's 2020 Global Games Market Report, mobile gaming has surpassed console and PC gaming in terms of market revenue, and India is one of the key contributors to this growth. Research indicates that mobile gaming is expected to generate over \$90 billion globally by 2022.

Player Unknown's Battlegrounds (PUBG): PUBG is a battle royal game that revolutionized multiplayer gaming on mobile platforms. The game's popularity surged rapidly in countries like India due to its free-to-play nature, the engaging battle royal format, and cross-platform playability. According to a 2019 report by Sensor Tower, PUBG Mobile grossed over \$1.5 billion in revenue globally within just two years of its launch. PUBG's Entry into India: PUBG Mobile's India launch has been a significant milestone. The game amassed millions of active users in a short time, making India one of its largest markets. Several studies have focused on PUBG's impact on gaming culture in India, noting its appeal to diverse demographic segments, including young adults and teenagers.

Revenue models in the mobile gaming industry: Freemium Model: One of the primary revenue models for mobile games like PUBG is the freemium model, where the game is free to download and play, but offers in-app purchases. These include virtual goods, skins, battle passes, and loot boxes. Research by Lee & Kim (2017) explores the relationship between in-game purchases and player engagement in freemium models, emphasizing how they contribute to game monetization.

Microtransactions: PUBG Mobile leverages microtransactions as a significant part of its revenue. The game offers various in-game purchases such as weapon skins, costumes, and character customization items. Microtransactions drive revenue while ensuring the game remains accessible to a broad audience. According to a 2019 study by Deterring et al., microtransactions are central to the success of freemium mobile games. Advertisements within games are another crucial revenue stream. PUBG Mobile integrates ads through different formats like banner ads, rewarded video ads, and sponsored events. Advertising in games has

become a critical revenue driver, particularly in markets like India where free-to-play models are the norm. Studies by Hu & Li (2018) and others highlight the effectiveness of ads in engaging players while maintaining game accessibility.

**Sponsorships and Partnerships:** PUBG has also established strategic partnerships and sponsorships to boost its revenue. For instance, in 2020, PUBG Mobile collaborated with brands like PepsiCo, Realme, and Xiaomi to promote its game through various marketing campaigns. These partnerships help PUBG tap into wider audiences and generate revenue through co-branded events. This aligns with the broader trend where brands seek to reach younger, tech-savvy consumers who are active in the gaming space. **Esports Revenue:** Esports has become a critical element of PUBG's business model. Esports tournaments such as the PUBG Mobile Pro League (PMPL) generate revenue from sponsorships, media rights, and merchandise sales. Several studies, including one by Zhang et al. (2020), focus on how esports has emerged as a lucrative revenue model in the gaming industry.

**Popularity in India:** India has quickly become one of the most significant markets for PUBG Mobile, with millions of players and a growing esports community. According to App Annie (2021), PUBG Mobile was the most downloaded game in India in 2020, and the Indian market represents a large portion of PUBG's global player base. **Cultural Impact:** PUBG has had a cultural impact in India, influencing youth and changing the perception of mobile gaming. Scholars like Ghosh (2020) have explored how games like PUBG shape social and cultural behaviors, influencing interactions among friends, gaming communities, and even impacting educational and career aspirations of young people.

**Economic Impact on Local Markets:** PUBG Mobile has not only influenced the gaming ecosystem but has also impacted local businesses in Hyderabad and other cities. Local gaming cafes and internet service providers have seen an uptick in business due to the high demand for mobile gaming, particularly in PUBG. Additionally, game developers, marketers, and other industry professionals in Hyderabad have benefited from the rise of gaming apps. **Mobile Gaming Ecosystem in Hyderabad:** Hyderabad, with its tech-savvy youth and booming IT sector, is a prime location for the mobile gaming industry. Studies by Saran & Prasad (2021) have highlighted Hyderabad as a growing hub for gaming startups and tech-driven gaming solutions. The city is home to several mobile game developers, game publishers, and even gaming-centric venture capital firms.

**Role of Local Developers and Partners:** PUBG Mobile's success in India can also be attributed to collaborations with local developers and regional adaptations of the game. For instance, the incorporation of local languages and culturally relevant in-game content has been critical to PUBG's popularity in India. This is particularly relevant in Hyderabad, where players speak Telugu, Urdu, and other regional languages. **Esports Tournaments and Local Impact:** The growing esports scene in Hyderabad, where major esports tournaments are held, contributes significantly to PUBG's business model. Hyderabad has become a hotspot for mobile esports tournaments, including PUBG Mobile's national and regional competitions. Studies by Kumar (2020) discuss the economic benefits of hosting esports tournaments in urban centers, with revenues flowing into hotels, event management companies, and related industries.

**Bans and Legal Issues:** PUBG Mobile faced a temporary ban in India in 2020 due to concerns over national security and addictive gaming. This disruption impacted PUBG's revenue model and user base in the region. Literature on game regulation (e.g., Saha, 2020) emphasizes the role of government policy in shaping the gaming industry, especially in countries like India where mobile gaming has become a mainstream entertainment medium. **Addiction and Social Impacts:** Concerns about addiction, cyberbullying, and the impact of gaming on mental health have been raised in several studies, including those by Kapoor et al. (2021). In response to these concerns, PUBG Mobile has introduced measures such as playtime limits and parental controls to mitigate the negative social impact of gaming. **Sustainability of Revenue Models:** As the gaming market becomes more competitive, sustaining revenue from in-app purchases and advertising may become increasingly challenging. Research by Zhu et al. (2020) explores how mobile games can evolve their revenue models by incorporating new technologies like AI, VR, and blockchain, which may influence PUBG's future revenue strategy. **Rise of Hyper-Casual and Social Gaming:** There is a growing trend toward hyper-casual games and social gaming experiences, which can potentially impact the business model of more complex games like PUBG. According to research by Pereira & Silva (2021), the rise of short-form mobile games could shift user preferences away from the more intense and time-consuming battle royale genre.

Mobile gaming has witnessed exponential growth in the past decade, and this trend is particularly evident in developing countries like India. According to a report by *Newzoo* (2020), mobile gaming is expected to account for over 50% of the global gaming market revenue, surpassing console and PC gaming. In India, mobile games now represent more than 70% of

the total gaming market. The expansion of mobile gaming in India can be attributed to the rapid proliferation of smartphones and affordable data plans, which allow users to access high-quality gaming experiences. The Indian mobile gaming market reached \$1.4 billion in 2021, and it is forecasted to continue growing at a rate of 25-30% annually. This growth trajectory has caught the attention of global gaming companies, including PUBG Corporation, which adapted its popular game PUBG for the mobile platform in 2018.

*Player Unknown's Battlegrounds (PUBG)*, developed by PUBG Corporation and initially launched for PC and console in 2017, became one of the most influential battle royale games worldwide. By 2019, PUBG Mobile had surpassed 1 billion downloads globally, a testament to its appeal across diverse demographic groups, especially in markets like India. The game's release in India was a significant milestone, driven by its free-to-play model, cross-platform compatibility, and simple yet highly engaging gameplay mechanics. The game's core loop involves a battle royale format, where 100 players drop onto a large map, scavenging for weapons and resources, and fight until only one player remains. PUBG Mobile's realistic graphics, strategic depth, and competitive nature made it an instant hit in India, which has a large, young, tech-savvy population.

**Freemium Models and In-App Purchases:** The primary revenue model for PUBG Mobile is based on the freemium model, wherein the game is available for free to download, but players can purchase in-game content for enhanced customization and progression. According to studies by Anderson et al. (2018), freemium games often derive their revenue from microtransactions, including virtual goods, skins, avatars, and special in-game assets. PUBG Mobile's in-app purchases include:

- **Cosmetic items:** Skins for weapons, characters, and vehicles that do not affect gameplay but allow players to customize their experience.
- **Battle Passes:** A tiered reward system that incentivizes players to complete challenges and earn rewards as they progress through levels.
- **Loot Boxes:** Players can purchase crates that contain random rewards, which could range from common items to rare, high-value skins.

These in-game purchases are essential to PUBG Mobile's financial success. The introduction of the battle pass in 2019 allowed PUBG to diversify its revenue streams, creating a continuous source of income by encouraging players to spend consistently. The pay-to-win aspect is

limited in PUBG Mobile, which keeps the game balanced while offering players ways to express their identity through customization.

**Advertising revenue:** While in-app purchases contribute significantly to PUBG Mobile's revenue, advertising has become another essential income stream. Research by Hu & Li (2018) suggests that mobile games like PUBG leverage different types of ads, including:

- **Interstitial Ads:** Full-screen ads that appear during transitions, such as after matches or while loading screens are active.
- **Rewarded Ads:** Players can watch ads in exchange for in-game rewards, such as extra coins, items, or loot boxes.
- **Native Ads:** Advertisements that are integrated seamlessly into the gameplay experience.

PUBG Mobile's ability to monetize its massive user base through advertising enables it to generate revenue without alienating players who might not want to spend real money on in-game purchases. The combination of rewarded video ads and interstitial ads has allowed PUBG Mobile to balance monetization with player engagement.

**Esports and Sponsorships:** Esports has become an integral part of PUBG's business strategy, particularly in India, where mobile esports tournaments have become increasingly popular. PUBG Mobile's esports ecosystem includes tournaments like the PUBG Mobile Pro League (PMPL), PUBG Mobile India Series, and PUBG Mobile World League. According to Zhang et al. (2020), esports generates revenue through various channels:

- **Sponsorships:** PUBG Mobile has partnered with global brands like PepsiCo, Realme, and Xiaomi for various esports events.
- **Media Rights:** Broadcasting rights for esports events contribute to significant revenue generation, with platforms like YouTube and Facebook streaming PUBG Mobile tournaments.
- **Merchandise:** Branded merchandise such as team jerseys, accessories, and exclusive items also contribute to the financial success of esports.

The esports ecosystem has boosted PUBG Mobile's presence in the Indian market. Hyderabad, a major tech hub in India, has witnessed numerous local PUBG Mobile tournaments, attracting

players and fans. The establishment of esports academies and gaming cafes in Hyderabad has created new business opportunities, especially for tech companies and event organizers.

India is one of the largest gaming markets globally, and PUBG Mobile plays a significant role in this sector. Studies show that India has over 500 million internet users, and a substantial portion of them are active gamers. PUBG Mobile became a sensation due to its accessibility, as the game could run on low-cost smartphones, making it attractive to a broad segment of the population. Research by App Annie (2021) indicates that PUBG Mobile consistently ranked among the top three mobile games in terms of downloads and revenue in India. The game's popularity among youth, especially those aged 18-24, is significant. Additionally, Hyderabad, with its tech ecosystem and young population, has been a hotspot for PUBG Mobile players, contributing significantly to the game's user base.

The rise of PUBG Mobile in India has had a transformative effect on youth culture, particularly in cities like Hyderabad. Ghosh (2020) explores how PUBG has shifted the gaming culture, moving it from a niche hobby to mainstream entertainment. PUBG has influenced social behaviour, with many players forming online communities, joining esports teams, and even streaming their gameplay on platforms like YouTube and Twitch. The impact on youth is visible in the way gaming has become a part of social interaction. PUBG has become an avenue for friends to socialize, compete, and even build careers as streamers or professional esports players.

Hyderabad is home to a growing number of gaming start-ups and a tech-savvy workforce. The city has become an important hub for game developers, particularly for mobile games. According to Saran & Prasad (2021), Hyderabad is a focal point for the mobile gaming industry in India, with companies like Nodwin Gaming and Moon frog Labs leading the charge in game development. PUBG Mobile's impact on Hyderabad's local economy is evident, with gaming cafes and esports events becoming popular in the city. Additionally, Hyderabad's high-speed internet infrastructure and affordable data plans make it an ideal location for PUBG Mobile's success. Many gamers in Hyderabad use their smartphones or PCs to access the game, contributing to the game's growth in the city.

In 2020, PUBG Mobile faced a ban in India by the Ministry of Electronics and Information Technology (MeitY) due to concerns over data privacy, national security, and potential harm to youth. The ban was part of a broader effort to curb Chinese-origin apps, as PUBG Mobile's

publisher was based in South Korea, but had Chinese investors. The ban significantly impacted PUBG's revenue in India, which was one of its largest markets. As a result of this ban, PUBG Corporation began working on releasing a new, localized version of the game under the name Battlegrounds Mobile India (BGMI), which has since regained much of the lost user base.

Another challenge for PUBG Mobile is the increasing concerns over gaming addiction among youth, particularly in cities like Hyderabad. The rise in gaming-related injuries, such as eye strain and carpal tunnel syndrome, and the impact of gaming on academic performance, have been discussed in multiple studies. Kapoor et al. (2021) discuss the social and psychological effects of mobile gaming addiction, emphasizing that games like PUBG can contribute to mental health problems if not managed properly.

In response, PUBG Mobile has introduced several parental controls, screen time limitations, and playtime restrictions to promote healthy gaming habits among us this literature review serves as a starting point for further in-depth research. By addressing the identified research gaps and utilizing appropriate research methodologies, this study can contribute significantly to the understanding of PUBG's impact on Hyderabad and its implications for the future of the mobile gaming industry in India.

One of the most significant factors that have made PubG extremely successful is its investment in the smartphone platforms. Unlike other games, Bluehole has developed PubG's features to work well with smartphones in order to give the game the exact same qualities as are available on other electronic devices. This represented a competitive advantage that Bluehole were able to add to those the game already possessed. The qualitative findings of this research provide strong evidence that the availability of the game on smartphones was one of the main drivers in why it became so well-known between different age groups.

Consequently, the investment in smartphone platforms is one of the fields in which various companies compete. Smartphones, in conjunction with the availability of high-speed internet worldwide, has further promoted the concept of live streaming and social connectivity. Although live streaming as a concept and a practice has been shared across various applications, including for instance Instagram, Snapchat, and Facebook, video gaming in particular has encapsulated and acquired the majority of this practice (Walker, 2014; Dagdee & Philip, 2019).

The Blue Ocean strategy is not a unified recipe that can be adopted to achieve particular

objectives; rather, it is rather a dynamic process due to the fact that investing in the creation of creative ideas and strengthening the value of the products, services, or ideas is considered the most important factor in the Blue Ocean strategy. As stated by Chang (2010), it is clear that Bluehole invested heavily in creating multiple values for PubG including, for instance, creative ideas, attractive features, the quality of the game, and so on, in order to keep the game competitive, compatible, and alive. Strengthening the facilities for online communication between team members has added a unique feature to the game, but one that is consistent with the recent trend of social networking.

This finding also echoes that reported by Dagdee & Philip (2019), who argued that social media and video gaming represent a perfect fit with each other as this harmony generates a platform that encourages mutual communication, analysis, feedback, and offering opinions to others. This point is further applicable to PubG; as the game developers utilised the trend towards social media and word of mouth to market the game, it technically used its earlier subscribers to market the game and save the company the effort of doing so themselves, providing them with the room to focus on other areas of its development.

The PubG developers have succeeded in creating a “Blue Ocean market” by adopting a successful Blue Ocean strategy to shift the consumers’ behaviour towards a live streaming game which simulates reality. The most effective and interesting features include the engineering of the game itself and the wide range of options available to users that makes PubG one of the top live-streaming war-based games which is seeing both an increasing number of downloads and subscribers. Our findings also demonstrate that the majority of the customer base for video games is older than 25 years of age, and therefore such games are no longer limited to teenagers, and its attractiveness – especially with PUBG - even appeals to older users. This finding is contrary to those of Dagdee & Philip (2019), who claimed that the overwhelming majority of video game users consists of individuals aged between 16-25, as this research found that the game is also popular amongst those aged above 25, and is not merely limited to younger players.

This strategy has also been adopted in the public sector (e.g., Ramli et al., 2016) as well as in the private sector (e.g., Chang, 2010; ?irjevskis et al., 2011). Therefore, a Blue Ocean strategy can be viewed as a means of providing the framework and relevant policy as to how to escape from an intensively competitive area into a new, virgin area where there is less or no competitive tension. This approach was adopted by PubG’s developers, Bluehole, and proved

to be a tremendous success in the area of live streaming games. The global expansion of the internet and e-business has created a new market that focusses on customer as well as internet-based logistics (Lee & Lau, 1999).

This important shift in business model has also directed attention towards the need for reduced-inventory logistics (Simchi-Levi et al., 2005). Bluehole utilised the ongoing fact of the development of e-business and the potential population that could be targeted as possible PubG consumers leading them to intensively market the game thorough Twitter and by sending large numbers of invitations to potential players across the globe (Dagdee & Philip, 2019). There are a multitude of online games and live streaming games available including, for instance, Fortnite, Counter Strike, League of Legends, as well as PubG. Indeed, streaming has become more popular in the current era and, consequently, is now considered synonymous with video gaming (Dagdee & Philip, 2019).

Equally, live streaming games have been recognised as a mark of professional gamers. The concept of electronic games is also widely known, and is used interchangeably with the term “e-sport” games (Johnson, 2017). These digital games have come to represent a major area of entertainment for many people over the last decade, especially with the increase in widespread internet coverage that allows online users to cooperate and/or compete (Herodotou et al., 2012). Live streaming games provide learner-learner interactions which in turn provide users with the ability to clarify, amend, and interpret their social understanding (Kraiger, 2008). PubG users therefore utilised the technology which mediates mutual user-user mutual in a meaningful, as well as effective way (Roehl et al., 2013).

There have been a considerable number of studies into online as well as live-streaming games. For instance, Yee (2006) reported 10 motivational factors that push users to engage with online games, which include advancement, mechanics, competition, socialising, relationship, teamwork, discovery, role-playing, customisation, and escapism. Equally, Dagdee & Philip (2019) found that a number of factors have contributed to the success of PubG, which include the quality of the concept as “it makes the video game enjoyable to play”; creative ideas as “there is a great deal of borrowing and mimicking ideas happening and therefore coming up with creative ideas is becomes a critical issues for online-games”; being social media-friendly as “the social media is arguably the most predominant development across the globe”; the target audience as ‘it makes the game developers to adjust the quality and features according to the taste of audience’; the quality of the digital marketing as “there is a considerably larger

population of potential users through which the information has to be shared”; the developers themselves as “they need to follow the trend and update the game features on a regular basis”; viral trends as “it is important to follow social media era to gain more and more publicity”, customer categories as “it is vital for developers to design features that are suitable for the targeted customer category and just like PUBG which is rated PG16”; realistic experience as “such experience allows users to live the reality and escape from their real world to another artificial world”; smartphones as a platform as “smartphones are considered portable devices which allow the game to be available and accessible at any time”; streaming media as “streaming allows the account information and the consequent achievement of the user in the game to be available when every accessed to the game without a need to re-download the game once again, therefore streaming act as a data storage feature”; and the availability and strength of the relevant internet connection as “the internet [has] become a necessity in daily human life”.

In a similar vein, Billieux et al. (2015) conducted a study of 1057 online gamers to identify the problematic involvement in online games - as it causes severe addiction and might result in a negative impact on users - found several motives behind the addiction to online games including impulsiveness, immersion, achievement, social affiliation, and feelings of self-esteem. Furthermore, Bae et al. (2016) found that apart from the cognitive factors that encourage users to engage with online games, there are additional motives that increase users’ interest in online games. These motives include stress, pleasure, and arousal with regards to the intention to play online games.

Although these studies, and indeed others, have shown that gaming can promote certain benefits including, for instance, therapeutic, medical, health, cognitive, and educational (Nuyens et al., 2019), online games can still be problematic for other groups of users as they may result in various negative impacts that include, for instance, mental disorder problems (Pontes & Griffiths, 2014). Even with such extensive information about the factors that contribute to addictive engagement in online games, there has been no explicit explanation as to why the strategies and tactics adopted resulting in the success of online games, specifically in this instance for PUBG. Therefore, this research aims to contribute to this under-researched area, and also to explain the strategic alignment between how strategy theories helped PUBG to recognise such remarkable success. Such an understanding should help reveal the reasons behind the boom in live streaming games, and the consequent results will therefore act as a guideline for the live streaming games industry for commercial, as well as sustainability

purposes. It is also our intention to explore users' perspectives and opinions towards this game.

One of the most significant factors that have made PubG extremely successful is its investment in the smartphone platforms. Unlike other games, Bluehole has developed PubG's features to work well with smartphones in order to give the game the exact same qualities as are available on other electronic devices. This represented a competitive advantage that Bluehole were able to add to those the game already possessed. The qualitative findings of this research provide strong evidence that the availability of the game on smartphones was one of the main drivers in why it became so well-known between different age groups. Consequently, the investment in smartphone platforms is one of the fields in which various companies compete. Smartphones, in conjunction with the availability of high-speed internet worldwide, has further promoted the concept of live streaming and social connectivity. Although live streaming as a concept and a practice has been shared across various applications, including for instance Instagram, Snapchat, and Facebook, video gaming in particular has encapsulated and acquired the majority of this practice (Walker, 2014; Dagdee & Philip, 2019).

The analysis of the interviews was guided by the six stages to thematic analysis approach (Braun & Clarke, 2006). Thematic analysis is widely understood to help make qualitative research results available to a wider audience (Braun et al., 2019). It also helps researchers to simultaneously compare theory and practice (Hudson et al., 2001). Based on the analysis, a large number of sub-themes were attributed within the interview transcripts, where it was important to consider all possible sub-themes to ensure consistency as well as accuracy. The total number of interview transcripts analysed was 33, which accounted for seventy-two pages of notes generating more than 24 potential sub-themes. Besides the data analysis process, this procedure was also considered to be part of the data reduction process. Within the data analysis and reduction process, commonalities between sub-themes were linked together and irrelevant codes were consequently excluded, though they were kept to allow them to be utilised for future related research. The data reduction process resulted in only two main themes that could be reported narratively. These are live-streaming game loyalty and online games addition. Figures 2 and 3, respectively, represent a sample map of the associated data coding and the final two main themes as associated with their respective sub-themes.

## **CHAPTER IV**

### **THEORETICAL FRAMEWORK**

A Theoretical Framework for a study on the Revenue Models and Business Applications of PUBG Mobile in Hyderabad would involve an exploration of the key concepts, theories, and models that underpin the monetization strategies of mobile games, particularly in the context of a mobile gaming app like PUBG Mobile. This framework will provide the theoretical basis for understanding how PUBG Mobile generates revenue and impacts local businesses, users, and the broader economy. The purpose of the theoretical framework is to explain the mechanisms through which PUBG Mobile generates revenue, integrates business strategies, and influences both users and the economy in Hyderabad. This framework connects various established theories and models from business, economics, and marketing to mobile gaming.

This framework will draw on several key theoretical concepts:

- Revenue Models in the digital economy.
- Consumer Behaviour in digital environments.
- Business Model Theory applied to mobile gaming.
- Network Effects in multiplayer online games.
- Esports Economics and its business applications.
- Digital Marketing strategies for mobile apps.

PUBG (Player Unknown's Battlegrounds) has a massive following in India, and Hyderabad, being one of the major tech hubs of the country, is no exception. The city's influence on PUBG can be seen through a combination of factors like local player engagement, esports, mobile gaming infrastructure, and community development.

Here are some key components of PUBG in Hyderabad:

#### **1. Esports and Tournaments**

- Esports Organizations: Hyderabad has been home to several PUBG esports organizations. Notable teams like Hyderabad Hydra, Team XO, and Team GodLike have players from the city.

- **PUBG Mobile Esports:** The city has hosted multiple major PUBG Mobile tournaments, including regional qualifiers and even national-level competitions. Hyderabad-based teams and players frequently participate and excel in these events.
- **Offline Events:** Gaming cafes and esports arenas in Hyderabad often host offline tournaments, where local players can compete for prizes and recognition. The rise of PUBG Mobile tournaments in particular has helped in cultivating competitive gaming culture in the city.

## 2. Gaming Cafes & Infrastructure

- **Gaming Zones:** Hyderabad has numerous gaming cafes equipped with high-end PCs and consoles that attract PUBG players. These spaces often host competitions and serve as community hubs for PUBG players to meet and game together.
- **Cyber Cafes:** Popular areas like Hitech City, Banjara Hills, and Madhapur have cyber cafes where players can enjoy high-speed internet access and powerful computers for PUBG.
- **Mobile Gaming:** With the rise of mobile gaming, a significant portion of PUBG's audience in Hyderabad plays the mobile version, leading to mobile gaming cafes becoming more common.

## 3. PUBG Mobile Community in Hyderabad

- **YouTube Streamers and Influencers:** Hyderabad has produced several famous PUBG Mobile content creators and streamers. These influencers often attract large followings on platforms like YouTube and Instagram, showcasing their skills, tips, and tricks, as well as providing entertainment to their fans.
- **Social Media and Discord Communities:** Players form local communities to share information, tips, and organize casual or competitive matches. Many Hyderabad-based PUBG players join Discord servers, Facebook groups, and Telegram channels specifically for local meetups and matchups.

## 4. Mobile Game Developers and Tech Scene

- **Tech Expertise:** Hyderabad is a growing tech hub with companies and professionals deeply involved in game development, digital marketing, and gaming technology. The city is home to multiple tech firms and start-ups that contribute to the broader gaming ecosystem, including PUBG-related content and applications.

- **PUBG Collaborations:** Several mobile game developers, graphic designers, and digital marketers in Hyderabad work on collaborations with PUBG, from developing custom skins to organizing virtual in-game events.

## 5. Player Base and Popularity

- **Massive Player Base:** Hyderabad is home to a young, tech-savvy population that spends a significant amount of time playing mobile games, especially PUBG Mobile. The game's popularity transcends age, with players ranging from teenagers to adults.
- **Schools and Colleges:** Many educational institutions in Hyderabad have witnessed a rise in PUBG-related activities, with students organizing intra-college tournaments or casual games during breaks.

## 6. Corporate Sponsorships and Brand Collaborations

- **Brand Collaborations:** Several brands, especially those in the mobile, technology, and gaming sectors, often collaborate with PUBG events and influencers based in Hyderabad. This includes local mobile phone retailers, gaming peripherals companies, and online gaming platforms.
- **Corporate Gaming Events:** Some large companies in Hyderabad organize their own PUBG competitions for employees, promoting team-building through gaming.

## 7. Support from PUBG Developers and the Indian Government

- **PUBG Mobile Support:** The developers behind PUBG Mobile (PUBG Corporation and Tencent Games) have made significant efforts to engage with the Indian player base, including hosting localized in-game events for Indian players.
- **Government Regulations and Initiatives:** Although PUBG has faced regulatory challenges in India, including temporary bans, there have been efforts to ensure the game stays relevant by complying with local regulations. In some instances, gaming organizations in Hyderabad have worked to make PUBG more community-friendly by promoting responsible gaming.

## 8. PUBG-related Merchandise & Events

- **Merchandise Stores:** PUBG-themed merchandise, including clothing, accessories, and gaming peripherals, is available in stores around Hyderabad, particularly in shopping malls and online marketplaces.

- **Real-Life PUBG Events:** Occasional real-life events, such as PUBG-themed parties, launch events for new in-game updates, and meet-and-greets with famous PUBG players, are organized in Hyderabad to bring the community together.

## 9. Social Impact

- **Social Connections:** For many players in Hyderabad, PUBG is more than just a game—it's a way to connect with friends, form new social bonds, and engage in a shared cultural experience. Local tournaments and events foster a sense of community.
- **Youth Engagement:** PUBG has been instrumental in providing recreational activities for young people in Hyderabad. Some players also form professional teams or content creation teams, which help young people find opportunities in the esports and entertainment sectors.

## 10. Gaming Culture

- **Local Game Design Influence:** Hyderabad's growing interest in gaming, with game developers, artists, and designers actively participating in the creation of digital content, has allowed PUBG to influence the local gaming culture.
- **Game Reviews & Tutorials:** Many influencers in Hyderabad create content around PUBG Mobile tips, tricks, and tutorials, which helps new players improve their skills and understand the game better.

## Objectives for PUBG in Hyderabad

- **For Players:** Master the game, improve skills, connect socially, and enjoy the entertainment it provides.
- **For Teams:** Compete at a high level, achieve success in tournaments, and attract sponsorships.
- **For the Community:** Build an active and engaged PUBG player base, promote esports, and foster friendships.
- **For Organizers:** Host events that grow the competitive scene and drive business success.
- **For Developers:** Enhance player experience, update content, maintain fair play, and generate revenue.
- **For Government:** Ensure responsible gaming, and promote positive digital engagement among youth.

- **Promotion of PUBG Esports:** Organizations and event organizers in Hyderabad aim to promote PUBG esports and increase participation, both at the amateur and professional levels. They organize local tournaments, online qualifiers, and boot camps to identify and nurture talent.
- **Sponsorship and Brand Growth:** These organizations aim to attract sponsors who are willing to invest in the growing PUBG esports ecosystem. This includes mobile phone brands, gaming accessories companies, and streaming platforms. Each of these objectives aligns with a broader ecosystem of competitive gaming, entertainment, social connection, and business growth surrounding PUBG in Hyderabad.

### Benefits of PUBG in Hyderabad:

1. **Personal Growth:** Enhances cognitive skills, teamwork, and stress relief.
2. **Social Connections:** Builds friendships and fosters community spirit.
3. **Economic Opportunities:** Opens doors to careers in esports, streaming, and gaming.
4. **Technological Advancement:** Increases digital literacy and tech proficiency.
5. **Health Benefits:** Improves reflexes and physical coordination (with proper balance).
6. **Local Economy:** Stimulates retail, job creation, and tourism.
7. **Cultural Influence:** Shapes the gaming culture and promotes entertainment diversity.
8. **Awareness and Responsibility:** Encourages responsible gaming practices and mental well-being.

In essence, PUBG offers a wide range of benefits to players, communities, and industries in Hyderabad, driving both personal and collective growth, while contributing to the city's standing as a major hub for digital entertainment and esports.

### Challenges for PUBG in Hyderabad

1. **Addiction:** Excessive playtime can lead to neglect of academic, professional, and social responsibilities.
2. **Mental Health:** Stress, anxiety, and toxicity in the gaming community can affect players' well-being.

3. **Regulatory Issues:** Concerns about data privacy, bans, and the legal status of PUBG continue to create uncertainty.
4. **Violence:** The game's violent nature can contribute to aggressive behavior, especially among younger players.
5. **Academic and Work Distractions:** PUBG can distract students and professionals from their primary responsibilities.
6. **Cybersecurity Risks:** Hacking, account theft, and data breaches are significant concerns for players.
7. **Responsible Gaming:** Many players struggle with time management, leading to unhealthy gaming habits.
8. **Cheating:** The prevalence of cheats and hacks disrupts the fairness of the game.
9. **Monetization:** The game's microtransactions can create financial stress and affect player experience.
10. **Parental Oversight:** Inadequate supervision can expose younger players to the game's risks.

## Emerging Trends in PUBG in Hyderabad

1. **Mobile Esports Growth:** Increasing prominence of mobile-only esports tournaments and professional PUBG Mobile teams.
2. **Content Creators and Streamers:** The rise of local PUBG streamers, brand collaborations, and monetization opportunities.
3. **Mainstream Mobile Gaming:** Mobile gaming's accessibility making PUBG even more mainstream, with a growing casual player base.
4. **Investment in Infrastructure:** Development of gaming cafes, arenas, and bootcamps to support both competitive and casual players.
5. **Increased Sponsorships and Tournaments:** More local and regional

## Technologies Shaping PUBG in Hyderabad

1. **Cloud Gaming:** Enables access to PUBG on lower-end devices with seamless gameplay.
2. **AI and ML:** Powers matchmaking, anti-cheat systems, and bot integration for a smoother experience.

3. 5G Technology: Provides ultra-low latency and faster speeds, improving gameplay.
4. AR/VR: Future immersive experiences using augmented reality for more engaging gameplay.
5. Blockchain/NFTs: Enhances the in-game economy, offering true ownership and secure transactions.
6. Edge Computing: Reduces latency and speeds up real-time processing for better performance.
7. \*\*Graphics Technologies

## Aspects of Operational Efficiency in PUBG

1. Agile Development: Fast-paced development and frequent updates ensure a dynamic player experience.
2. Cloud Infrastructure: Scalable servers and efficient data centers ensure consistent performance.
3. In-Game Economy: Optimized payment systems and virtual marketplaces increase revenue and user engagement.
4. \*\*Anti-Cheat
5. Secure Data Handling: PUBG ensures that player data (such as account information, purchase history, and in-game activity) is securely stored and handled through encrypted channels. This prevents data breaches and ensures compliance with privacy laws and regulations.
6. Privacy Policies: Clear privacy policies and data consent mechanisms help PUBG operate efficiently while respecting the rights of players. By handling player data securely and transparently, PUBG builds trust with its user base in Hyderabad and beyond.
7. AI and Machine Learning for Anti-Cheat: PUBG uses AI and machine learning algorithms to detect cheating patterns. These systems are efficient at identifying abnormal behavior, such as using aimbots or wallhacks, with minimal manual intervention. By continuously refining the AI models, PUBG can ensure that cheats are detected faster and more accurately, reducing the need for human oversight and increasing operational efficiency.

8. Ban Waves and Enforcement Automation: Automated enforcement tools flag, investigate, and ban players who engage in cheating or violating the game's terms of service. This reduces the workload on human moderators and ensures that players who violate the rules are dealt with promptly and fairly.

Operational efficiency in the context of PUBG (PlayerUnknown's Battlegrounds) in Hyderabad involves optimizing the various processes and resources involved in the development, distribution, maintenance, and support of the game to enhance its performance, reduce costs, and improve the overall user experience. Achieving high operational efficiency is key for both the game developers (PUBG Corporation) and the gaming ecosystem in Hyderabad, which includes esports organizations, players, streaming platforms, and more.

## **CHAPTER V**

### **INDUSTRY PROFILE**

The mobile gaming industry in Hyderabad is thriving, driven by a confluence of factors. Hyderabad's robust IT infrastructure and a skilled workforce in software development, game design, and animation provide a fertile ground for the industry. A large young population with widespread smartphone access forms a significant consumer base. The rise of esports has created new opportunities, fostering a vibrant ecosystem of gaming cafes, training academies, and streaming platforms. Furthermore, the Telangana government's initiatives to promote the AVGC sector, including policies to attract investment and support local talent, are fueling the industry's growth.

Player Unknown's Battlegrounds (PUBG), often referred to simply as "PUBG," is a massively popular online multiplayer battle royale game developed by PUBG Studios. Released in 2017, it quickly gained global recognition for its innovative gameplay and intense competitive atmosphere. PUBG pits up to 100 players against each other in a last-man-standing scenario. Players parachute onto a large, isolated island, scavenging for weapons, armor, and supplies. As the match progresses, the playable area gradually shrinks, forcing players into closer encounters and increasing the tension. The ultimate goal is to be the sole survivor.

#### **MARKET SIZE:**

Unfortunately, precise data on the specific market size of the mobile gaming industry in Hyderabad is limited. However, we can gain some insights by considering the following:

**Indian Mobile Gaming Market:** The Indian mobile gaming market is one of the fastest-growing globally. Reports from KPMG and Deloitte indicate a significant market size and rapid growth projections. These reports can provide a broader understanding of the Indian market, which can be used to make inferences about the Hyderabad market. **Hyderabad's Gaming Hub:** Hyderabad has a thriving gaming scene, with a strong IT infrastructure and a large, tech-savvy youth population. This suggests a significant player base for popular games like PUBG.

**India's Overall Market:** India boasts a massive gaming market, with mobile gaming being a dominant force. PUBG, even with its temporary ban, has a substantial following in India.

**Esports Growth:** The growing esports scene in Hyderabad, with its gaming cafes, tournaments, and streaming culture, indicates a dedicated player base for competitive games like PUBG.

**Hyderabad's Technological Hub Status:** Hyderabad's strong IT sector and concentration of skilled professionals in game development, design, and animation suggest a significant contribution to the overall Indian mobile gaming market. Conduct primary research: Surveys, interviews with industry stakeholders (game developers, cafe owners, esports professionals), and focus groups with players can provide valuable insights into the local market.

## INVESTMENTS/RECENT DEVELOPMENTS:

**Investments in Indian Mobile Gaming** the Indian mobile gaming industry has attracted significant investments from venture capitalists, private equity firms, and global tech giants. Major investments have been made in companies across the value chain, including game developers, publishers, esports platforms, and gaming technology companies. Nazara Technologies, a leading mobile gaming and sports media company in India, has received significant funding from investors like WestBridge Capital and Matrix Partners. Games24x7, a prominent mobile gaming company known for its fantasy sports platform, has secured funding from investors like Tiger Global and Kalaari Capital. MPL (Mobile Premier League), a popular mobile gaming platform offering a variety of games, has raised substantial funding from investors like Sequoia Capital and Sequoia India. **Investments in Hyderabad** While specific data on investments in the Hyderabad mobile gaming industry may be limited, it is safe to assume that the city has attracted its share of investments given its strong technological base and growing gaming ecosystem. Investments in local game development studios, gaming cafes, and esports organizations would have contributed to the growth of the industry in Hyderabad.

**Temporary Ban and Relaunch** In 2020, the Indian government banned PUBG Mobile, citing security concerns. This led to the development of Battlegrounds Mobile India (BGMI), a relaunched version specifically for the Indian market. BGMI was initially successful, gaining a large player base. **Recent Ban** In July 2022, the Indian government blocked BGMI again, citing concerns about data security and privacy. This ban significantly impacted the Indian

gaming market and raised questions about the future of the game in the country. Potential for Return Krafton, the developer of BGMI, has been actively working to address the government's concerns and seek approval for the game's return. The company has reportedly made changes to the game to comply with Indian regulations. Impact on the Hyderabad Market the bans have had a significant impact on the Hyderabad gaming scene, affecting players, esports teams, and the local gaming industry. However, the potential return of BGMI could revitalize the market and create new opportunities for players and businesses.

Growth of Gaming Cafes: A surge in the number of gaming cafes across Hyderabad, offering high-end PCs, comfortable gaming stations, and a social environment for players. Rise of Mobile Gaming Tournaments: Frequent local and regional mobile gaming tournaments are being organized, attracting a large number of participants and spectators. Growing Influence of Streamers and Content Creators: Local streamers and content creators are gaining significant popularity, attracting sponsorships and contributing to the growth of the esports ecosystem.

Krafton, the South Korean developer of PUBG, is making significant investments in the Indian gaming market. Here are some key developments. Major Investments Krafton plans to invest over \$200 million in India, with a focus on acquiring two to three Indian gaming companies. This investment aims to strengthen its presence in the Indian market and support the growth of the local gaming ecosystem. Acquisitions of Krafton has already acquired several Indian gaming companies, including Dream Games, Nodwin Gaming, and Loco. These acquisitions demonstrate Krafton's commitment to the Indian market and its strategy to build a strong presence in the region. Focus on Indian Market: Krafton is actively working to understand and cater to the specific needs and preferences of Indian gamers. This includes developing games specifically for the Indian market and collaborating with local developers and publishers.

## GOVERNMENT INITIATIVES:

While there is no specific government-backed initiative dedicated solely to PUBG in Hyderabad, the broader government efforts in promoting esports, digital infrastructure, and youth engagement have significant implications for the game's ecosystem in the city.

Hyderabad, being a major tech hub in India, benefits from a range of government policies and initiatives that support gaming, technology, innovation, and e-sports in general. These initiatives create a conducive environment for games like PUBG to thrive, especially in terms of gaming infrastructure, regulation, youth engagement, and skill development.

- **Support for the AVGC Sector:** The Telangana government has implemented various initiatives to promote the growth of the Animation, Visual Effects, Gaming, and Comics (AVGC) sector, including policies to attract investment and support local talent.
- **Skill Development Programs:** The government is also focusing on skill development programs to train individuals in game development, design, and esports, thereby creating a skilled workforce for the industry.
- **General Support:** The government's focus is on fostering the broader gaming ecosystem, not individual games.
- **Government Stance on PUBG:** PUBG was previously banned in India due to security concerns. While a modified version (Battlegrounds Mobile India) was later released, it's important to note that government policies can change.

However, the general support for the gaming industry in Hyderabad indirectly benefits games like PUBG:

- **Skilled Workforce:** Initiatives to develop a skilled workforce in game development benefit the entire gaming industry, including games like PUBG.
- **Improved Infrastructure:** The development of the IMAGE City will provide a better infrastructure for game developers and publishers, which can indirectly benefit popular games like PUBG.
- **Promotion of Esports as a Competitive Sport:** The Indian government has recognized esports as a legitimate competitive sport. The Ministry of Youth Affairs and Sports (MYAS) officially acknowledged esports as a sport in 2021, which opened the doors for greater investment, professional development, and sponsorship in competitive gaming events. This recognition has implications for games like PUBG Mobile, which is a dominant title in the Indian esports ecosystem.
- **Esports Policy in Telangana:** Telangana, and specifically Hyderabad, is home to one of India's fastest-growing gaming ecosystems. The Telangana government has actively worked on creating a state-level policy for the promotion of esports. This includes building esports

infrastructure, facilitating skill development programs, and offering support for organizing local and international tournaments, where games like PUBG Mobile often feature.

- **Examples:** The Telangana State Technology Development Corporation (TSTDC) and other state-backed organizations have shown interest in hosting and supporting esports events. Hyderabad has hosted several large-scale PUBG Mobile esports tournaments, which receive indirect support from these initiatives.
- **Telangana's IT and Innovation Policies:** The Telangana government has developed several policies to boost the information technology and digital economy. These policies aim to improve the state's position as a global tech hub by providing incentives for startups, innovation in digital media, and online gaming businesses.
- **These include programs like the Telangana State Innovation Policy and Cyberabad initiatives** that promote the growth of the digital economy in Hyderabad. These policies encourage the growth of digital businesses, including game development, mobile gaming apps (such as PUBG Mobile), and esports.
- **E-Governance and Digital Infrastructure:** The state's focus on improving e-governance, high-speed internet access, and the digital ecosystem indirectly supports the gaming community in Hyderabad. High-speed internet is crucial for games like PUBG, and the Telangana government's push for broadband connectivity and digital infrastructure boosts the overall gaming environment.

## ROAD AHEAD:

The future of PUBG (PlayerUnknown's Battlegrounds) in Hyderabad is promising, with significant opportunities for growth, innovation, and deeper integration into the esports and gaming culture. As one of the most popular battle royale games globally and in India, PUBG's evolution in Hyderabad will depend on multiple factors, including technological advancements, regulatory developments, cultural shifts, and the expansion of esports infrastructure. Below are some key areas that could define the road ahead for PUBG in Hyderabad:

The road ahead for PUBG in Hyderabad is marked by significant opportunities in esports growth, technological innovation, and youth engagement. With government initiatives supporting the gaming and esports ecosystem, as well as an expanding community of players, Hyderabad is poised to become an even more prominent player in the global gaming scene.

The game will likely continue to evolve, with more sophisticated features, community-driven events, and potential collaborations with global partners, all while maintaining its cultural and regional relevance. Whether through enhancing mobile gaming experiences, pushing the boundaries of esports competitions, or fostering new gaming talent, PUBG in Hyderabad will continue to make strides toward a bright and sustainable future in the world of digital entertainment.

Competitive Esports Expansion Hyderabad is already emerging as a key esports hub in India, and PUBG will continue to play a pivotal role in this growth. With the Telangana government supporting esports, there are opportunities for more local tournaments, national championships, and international competitions based in Hyderabad. PUBG's role in these events will increase, with larger-scale events and potentially bigger prize pools.

- **Hybrid Online-Offline Tournaments:** The shift to hybrid tournaments, combining online and offline formats, is likely to be a strong trend. This could include large-scale tournaments hosted in Hyderabad, where local teams, like those from Indian esports organizations, compete for national recognition and international qualification.
- **Increased Sponsorships and Investment:** With the rise of esports as a professional industry, PUBG will benefit from increased sponsorships from both national and international brands. Local esports events in Hyderabad could see bigger sponsorship deals, attracting companies in tech, gaming hardware, and lifestyle sectors to invest in PUBG-related events.

## CHAPTER –VI

### DATA ANALYSIS AND INTERPRETATION

1. What is your age range?

(a) 13-17

(b) 18-24

(c) 25-34

(d) 35+

| Particulars | Number of Respondents | Percentage (%) |
|-------------|-----------------------|----------------|
| 13-17       | 10                    | 1.9            |
| 16-24       | 28                    | 15.1           |
| 25-34       | 46                    | 83.0           |
| 35+         | 15                    | 0.0            |
| Total       | 100                   | 100.0          |

Table 6.1: Age Distribution of Survey Respondents

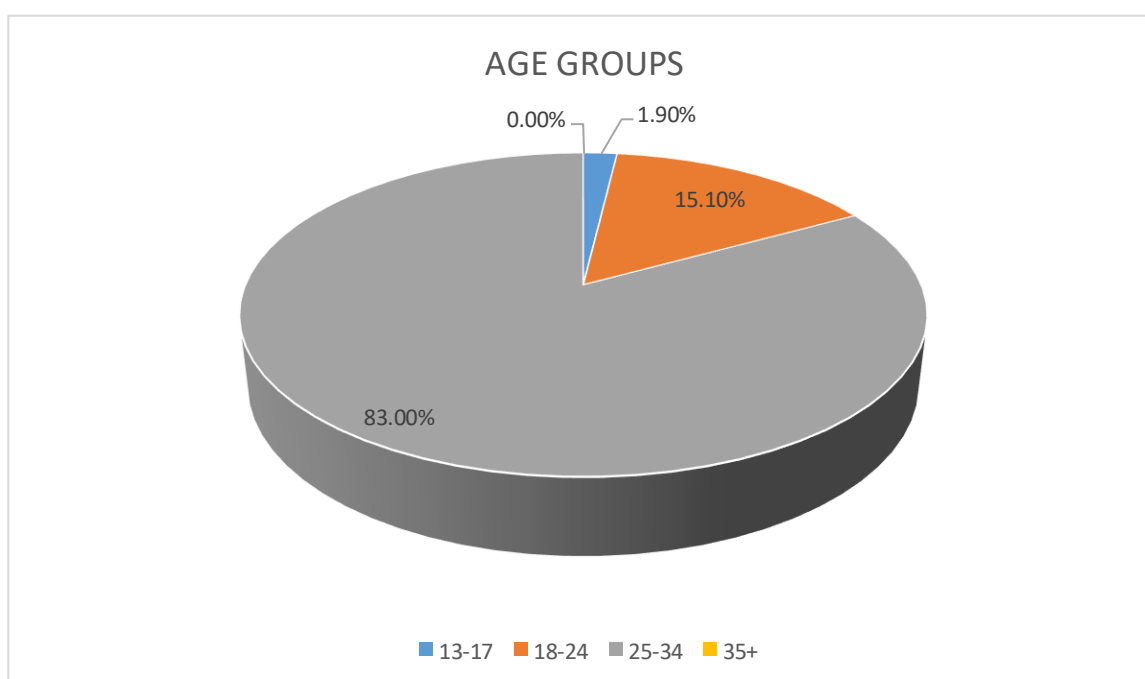


Figure 6.1: Age Distribution of Survey Respondents

**INTERPRETATION:** The age distribution of the survey respondents reveals that the majority fall within the 25–34 age range, making up 46% of the total participants. This suggests that the survey predominantly attracted young adults who are likely in the early stages of their professional or personal lives.

## 2. What is your gender?

(a) Male

(b) Female

(c) Other/Prefer not to say

| Gender            | Number of Respondents | Percentage (%) |
|-------------------|-----------------------|----------------|
| Male              | 45                    | 48.1           |
| Female            | 55                    | 51.9           |
| Prefer not to say | 0                     | 0.0            |
| Total             | 100                   | 100.0          |

Table 6.2: Gender Distribution of Survey Respondents

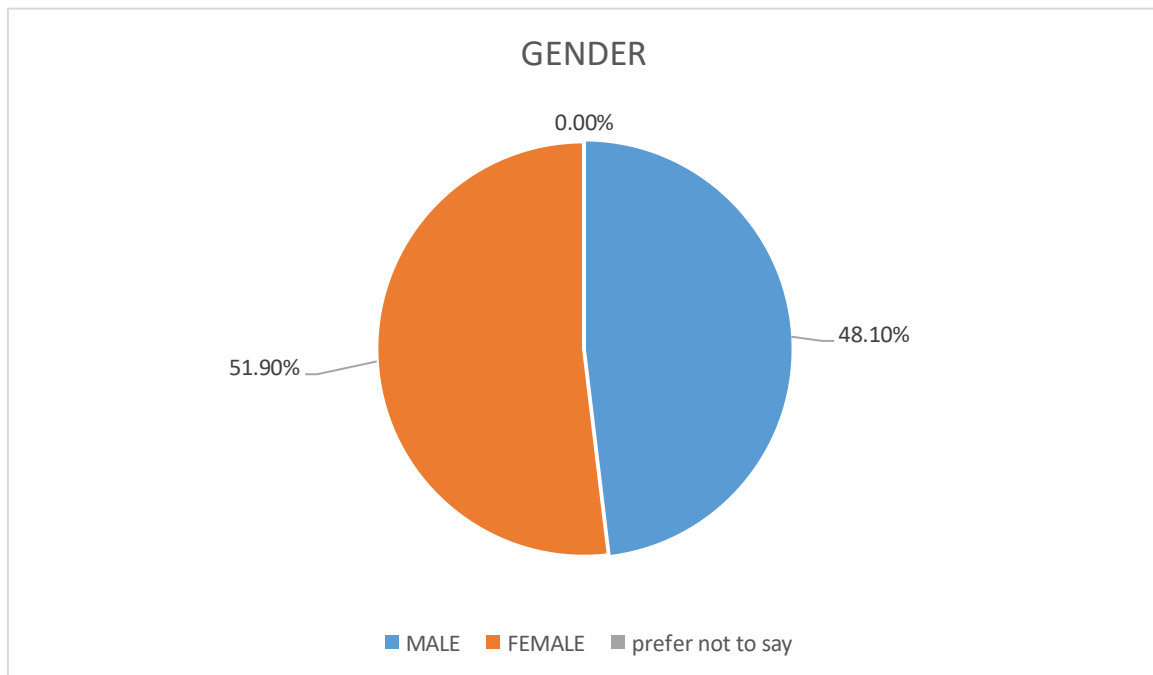


Figure 6.2: Gender Distribution of Survey Respondents

### INTERPRETATION:

The survey received 100 responses for the question "What is your gender?". The distribution of responses indicates a near balance between female and male participants. Females constitute a slightly larger portion of the respondents at 51.9%, while males make up 48.1%. There were no respondents who preferred not to say their gender in this particular set of responses.

### 3. What is your occupation?

a) Student    b) employed (private)    c) employed (Government)    d) Self employed

| Particulars           | Number of respondents | Percentage (%) |
|-----------------------|-----------------------|----------------|
| Students              | 58                    | 75.9           |
| Employed (private)    | 26                    | 14.8           |
| Employed (government) | 0                     | 0.0            |
| Self-employed         | 16                    | 7.4            |
| Total                 | 100                   | 100.0          |

Table 6.3: Occupation Distribution of Survey Respondents

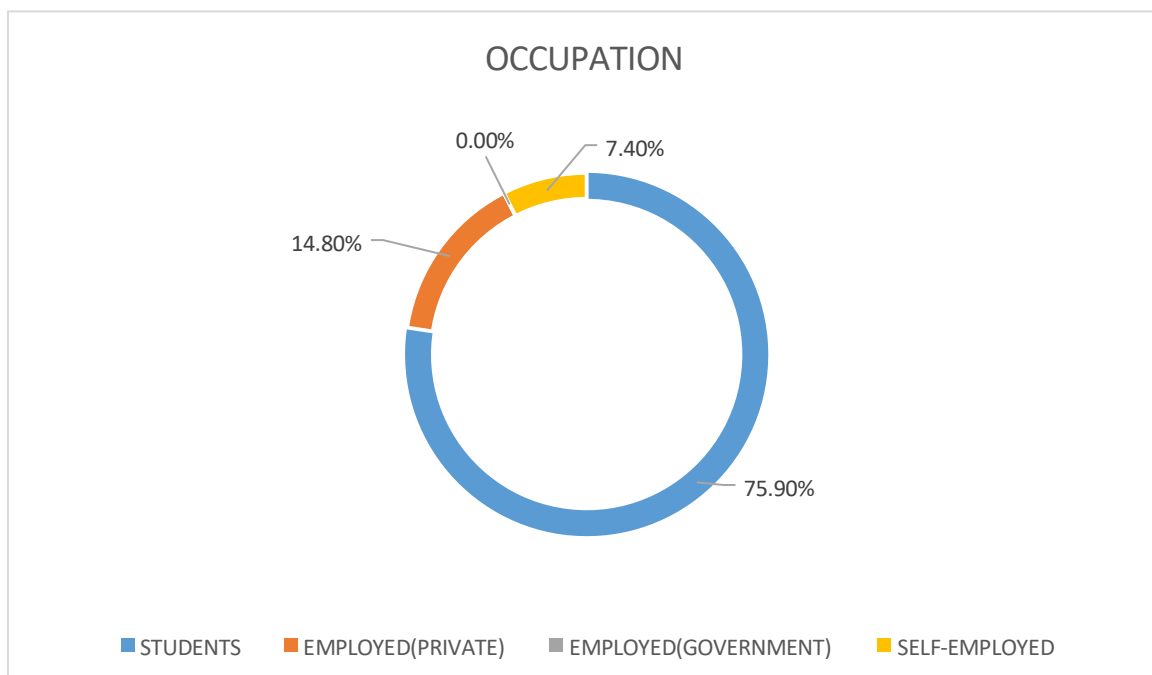


Figure 6.3: Occupation Distribution of Survey Respondents

### INTERPRETATION:

The gender distribution of the survey respondents is illustrated in Figure 6.2 and detailed in Table 6.2. Out of a total of 100 participants, 55 identified as female, accounting for 51.9% of the respondents, while 45 identified as male, making up 48.1%. Notably, no respondents selected the option "Prefer not to say." inclusiveness of the survey findings.

#### 4. Where do you primarily play PUBG Mobile?

- (a) At home (b) At a gaming cafe  
(c) While commuting (d) other (please specify)

| Particulars      | Number of Respondents | Percentage (%) |
|------------------|-----------------------|----------------|
| At home          | 72                    | 75.9           |
| At a gaming cafe | 26                    | 20.4           |
| While commuting  | 2                     | 3.7            |
| Other            | 0                     | 0.0            |
| Total            | 100                   | 100.0          |

Table 6.4: PUBG Mobile Player Location Preferenc

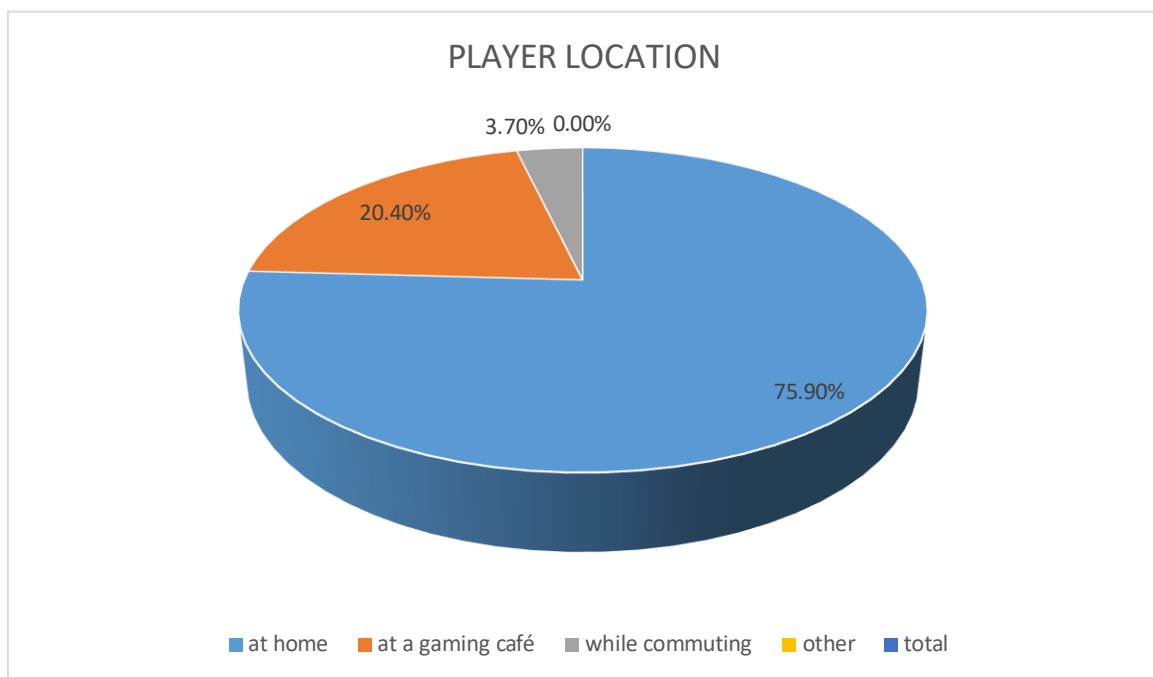


Figure 6.4: PUBG Mobile Player Location Preferences

**INTERPRETATION:** The survey received 100 responses for the question "Where do you primarily play PUBG Mobile?". The overwhelming majority of respondents (75.9%) primarily play the game at home. A notable portion (20.4%) play at a gaming cafe. A very small percentage play while commuting (3.7%), and no respondents selected "other" as their primary location.

### 5. How often do you play PUBG Mobile?

- (a) Daily      (b) Several times a week      (c) Once a week      (d) Less than once a week

| Particulars           | Number of respondents | Percentage (%) |
|-----------------------|-----------------------|----------------|
| Daily                 | 40                    | 38.9           |
| Several times a week  | 25                    | 22.2           |
| Once a week           | 20                    | 20.4           |
| Less than once a week | 15                    | 18.5           |
| Total                 | 100                   | 100.0          |

Table 6.5: Frequency of Play

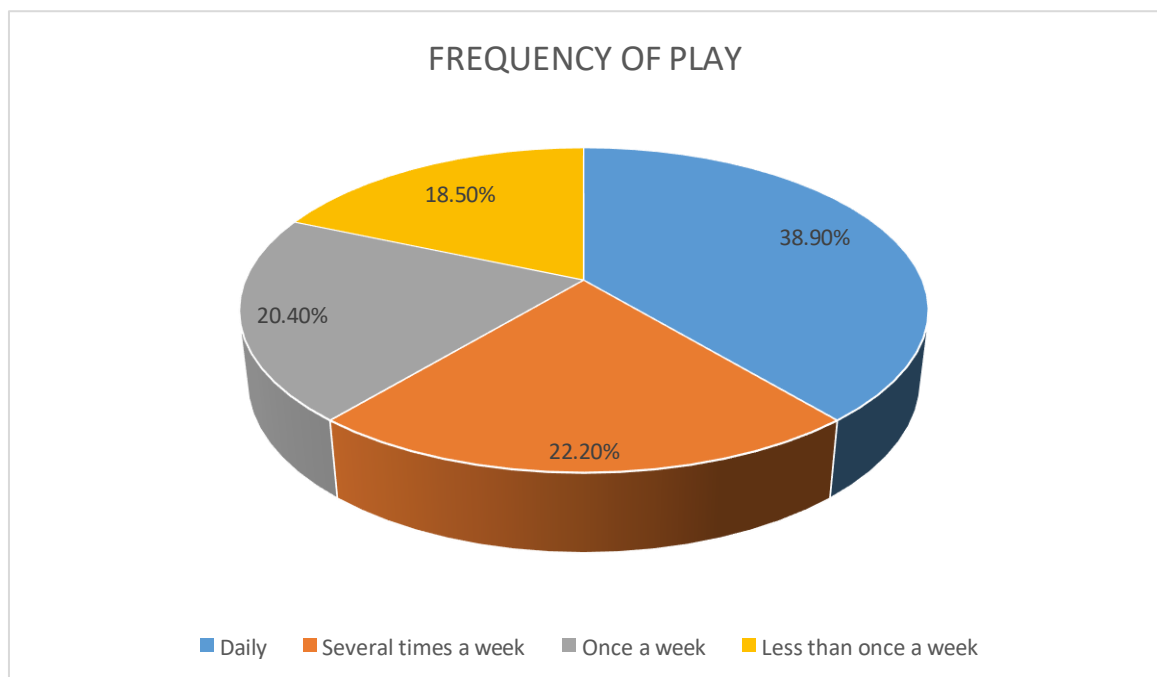


Figure 6.5: Frequency of Play

### INTERPRETATION:

The survey received 100 responses for the question "How often do you play PUBG Mobile?". The largest group of respondents (38.9%) play the game daily. A significant portion also plays several times a week (22.2%). Around one-fifth of the respondents play once a week (20.4%), while a smaller group plays less than once a week (18.5%).

6. What device do you primarily use to play PUBG Mobile?

(a) Smartphone      (b) Tablet      (c) Emulator on PC      (d) other (please specify)

| Particulars    | Number of respondents | Percentage (%) |
|----------------|-----------------------|----------------|
| Smartphone     | 80                    | 85.2           |
| Tablet         | 13                    | 9.3            |
| Emulator on PC | 7                     | 5.6            |
| Others         | 0                     | 0.0            |
| Total          | 100                   | 100.0          |

Table 6.6: Device Usage for Playing PUBG Mobile

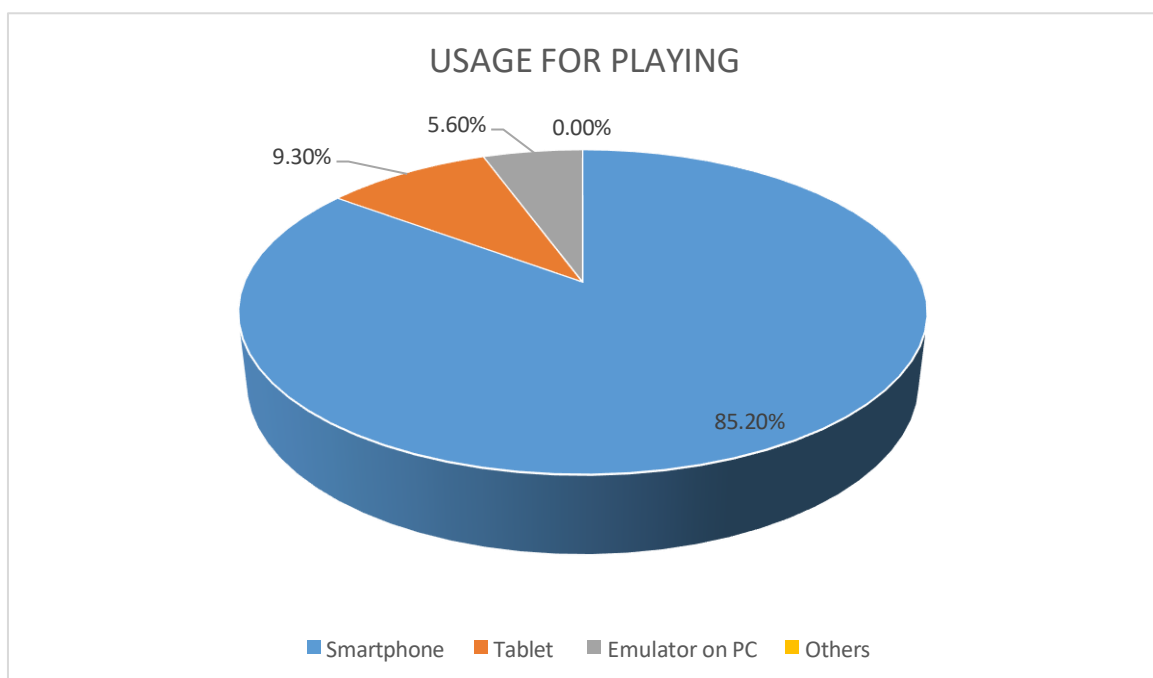


Figure 6.6: Device Usage for Playing PUBG Mobile

**INTERPRETATION:** The survey received 100 responses for the question "What device do you primarily use to play PUBG Mobile?". An overwhelming majority of respondents (85.2%) primarily use a smartphone to play the game. Tablets are used by a smaller percentage (9.3%), and playing via an emulator on a PC accounts for 5.6% of the responses. No respondents indicated using other devices as their primary platform for playing PUBG Mobile.

7. On average, how much do you spend on in-app purchases (UC) in PUBG Mobile per month?

- (a) ₹0      (b) ₹1-500      (c) ₹501-1000      (d) ₹1001-2000      (e) ₹2001+

| Particulars | Number of respondents | Percentage (%) |
|-------------|-----------------------|----------------|
| ₹0          | 62                    | 61.1           |
| ₹1-500      | 18                    | 16.7           |
| ₹501-1000   | 11                    | 11.1           |
| ₹1001-2000  | 6                     | 7.4            |
| ₹2001+      | 3                     | 3.7            |
| Total       | 100                   | 100.0          |

Table 6.7: in-app purchases (UC) in PUBG Mobile per month

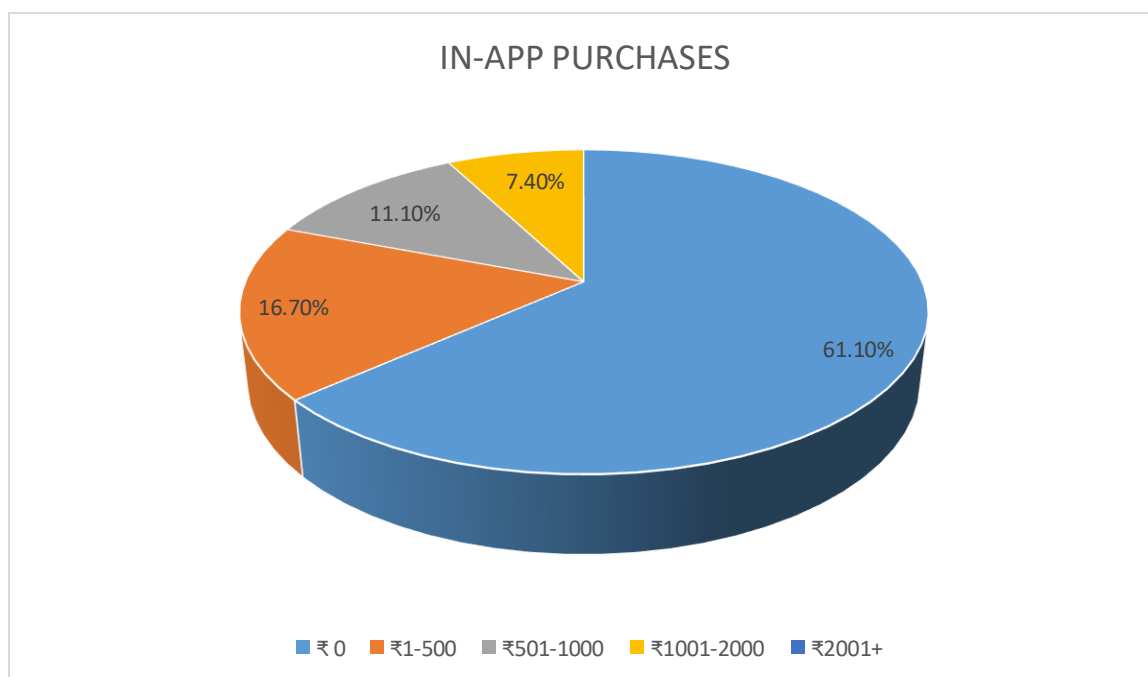


Figure 6.7: in-app purchases (UC) in PUBG Mobile per month

## INTERPRETATION:

The survey received 100 responses for the question "On average, how much do you spend on in-app purchases (UC) in PUBG Mobile per month?". The largest group of respondents (61.1%) reported spending ₹0 per month. A significant portion spends between ₹1-500 (16.7%). Smaller percentages of respondents spend ₹501-1000 (11.1%), ₹1001-2000 (7.4%), and ₹2001+ (3.7%) on in-app purchases monthly.

8. What types of in-game items are you most likely to purchase?

(a) Character skins (b) Weapon skins (c) Clothing/Outfits (d) Battle Passes (e) Other  
(please specify)

| Particulars      | Number of Respondents | Percentage (%) |
|------------------|-----------------------|----------------|
| Character skins  | 15                    | 15.1           |
| Weapon skins     | 50                    | 50.9           |
| Clothing/outfits | 8                     | 9.4            |
| Battle pass      | 22                    | 18.9           |
| Other            | 5                     | 5.7            |
| Total            | 100                   | 100.0          |

Table 6.8: types of in-game items purchase frequen

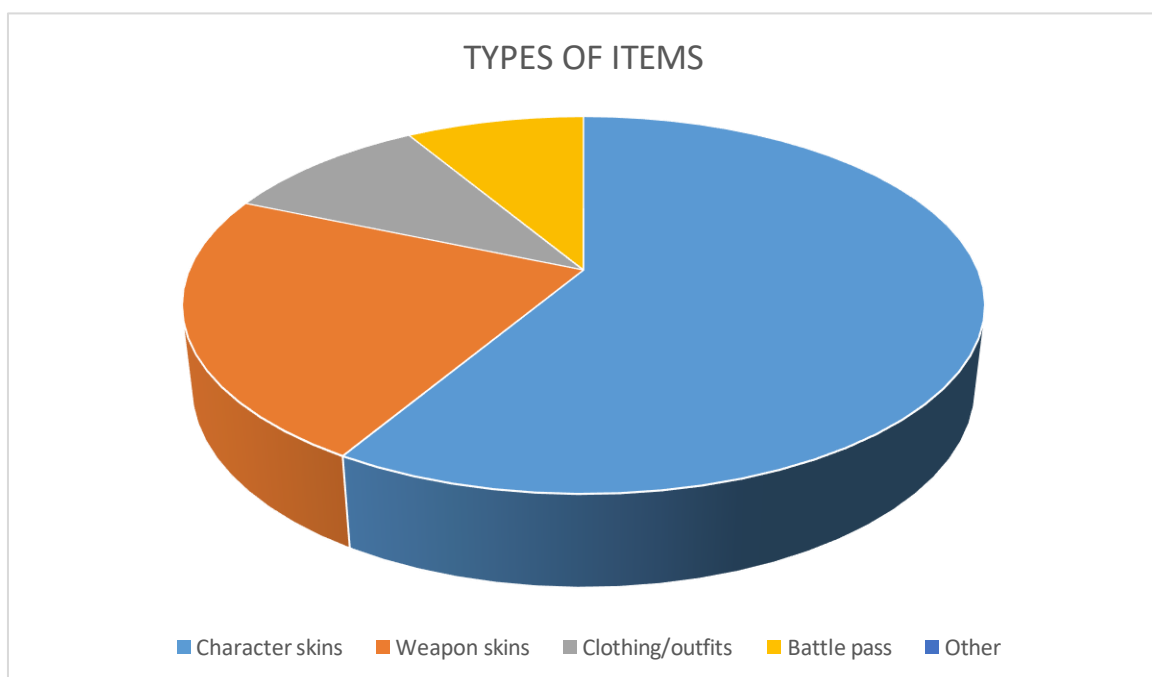


Figure 6.8: types of in-game items purchase frequency

#### INTERPRETATION:

The survey results reveal a clear hierarchy in the types of in-game items PUBG Mobile players are most inclined to purchase. Weapon skins stand out as the most coveted item, attracting the interest of over half the respondents (50.9%). This strong preference suggests a significant value placed on personalizing and enhancing the visual appeal of the tools used in gameplay.

9. What is the primary reason you make in game purchases?

- (a) To improve my character's appearance. (b) To gain a competitive advantage.  
(c) To support the game developers. (d) Because my friends do e) other

| Primary Reason for Purchase          | Number of Respondents | Percentage (%) |
|--------------------------------------|-----------------------|----------------|
| To improve my character's appearance | 29                    | 27.8           |
| To gain a competitive advantage      | 27                    | 25.9           |
| To support the game developers       | 20                    | 20.4           |
| Because my friends do                | 15                    | 16.7           |
| Didn't purchase anything             | 9                     | 9.3            |
| Total                                | 100                   | 100.0          |

Table 6.9: Reasons for In-Game Purchases

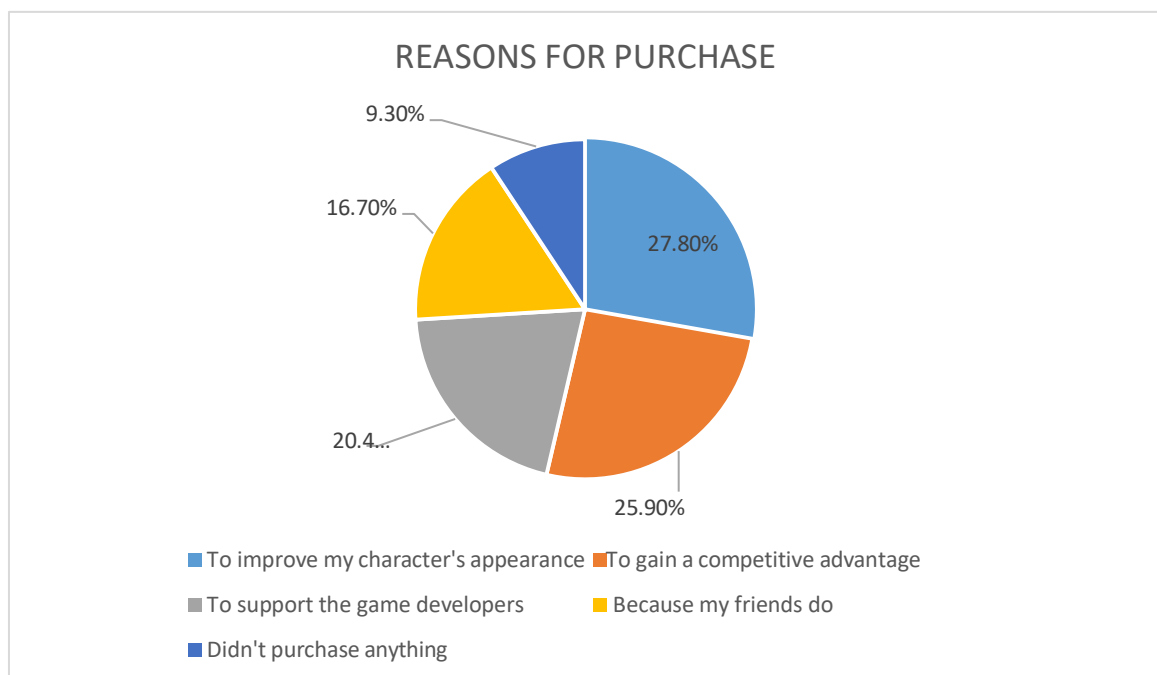


Figure 6.9: Reasons for In-Game Purchases

**INTERPRETATION:** The survey received 100 responses for the question "What is the primary reason you make in-game purchases?". The most common primary reason, cited by 27.8% of respondents, is to improve their character's appearance. A significant portion (25.9%) make purchases to gain a competitive advantage. For 20.4% of respondents, the primary reason is to support the game developers.

10. Do you watch PUBG Mobile esports tournaments?

(a) Yes, frequently

(b) Yes, occasionally

(c) No

| Particular        | Number of Respondents | Percentage (%) |
|-------------------|-----------------------|----------------|
| Yes, frequently   | 17                    | 20.4           |
| Yes, occasionally | 46                    | 44.4           |
| No                | 37                    | 35.2           |
| Total             | 100                   | 100.0          |

Table 6.10: PUBG Mobile esports tournaments viewership

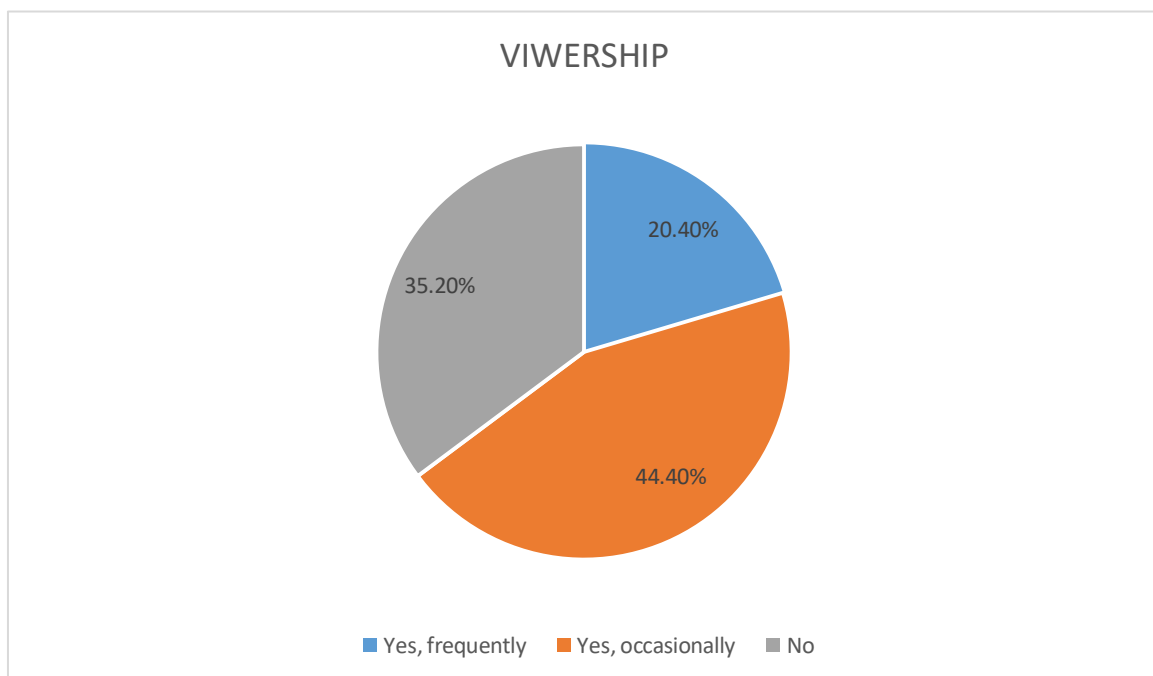


Figure 6.10: PUBG Mobile esports tournaments viewership

#### INTERPRETATION:

A significant portion of respondents watch PUBG Mobile e-sports tournaments occasionally. The largest segment, representing 44.4% of the responses, indicated that they watch tournaments sometimes. Over a third of respondents do not watch PUBG Mobile e-sports tournaments. This group constitutes 35.2% of the total responses. A notable minority of respondents watch PUBG Mobile e-sports tournaments frequently. 20.4% of the respondents indicated that they are regular viewers of these tournaments.

## 11. How often do you make in-app purchases?

(a) Smartphone      (b) Tablet      (c) Emulator on PC      (d) other (please specify)

| Primary Device | Number of Respondents | Percentage (%) |
|----------------|-----------------------|----------------|
| Smartphone     | 80                    | 85.2           |
| Tablet         | 14                    | 9.3            |
| Emulator on PC | 6                     | 5.6            |
| Others         | 0                     | 0.0            |
| Total          | 100                   | 100.0          |

Table 6.11: IN-APP Purchases

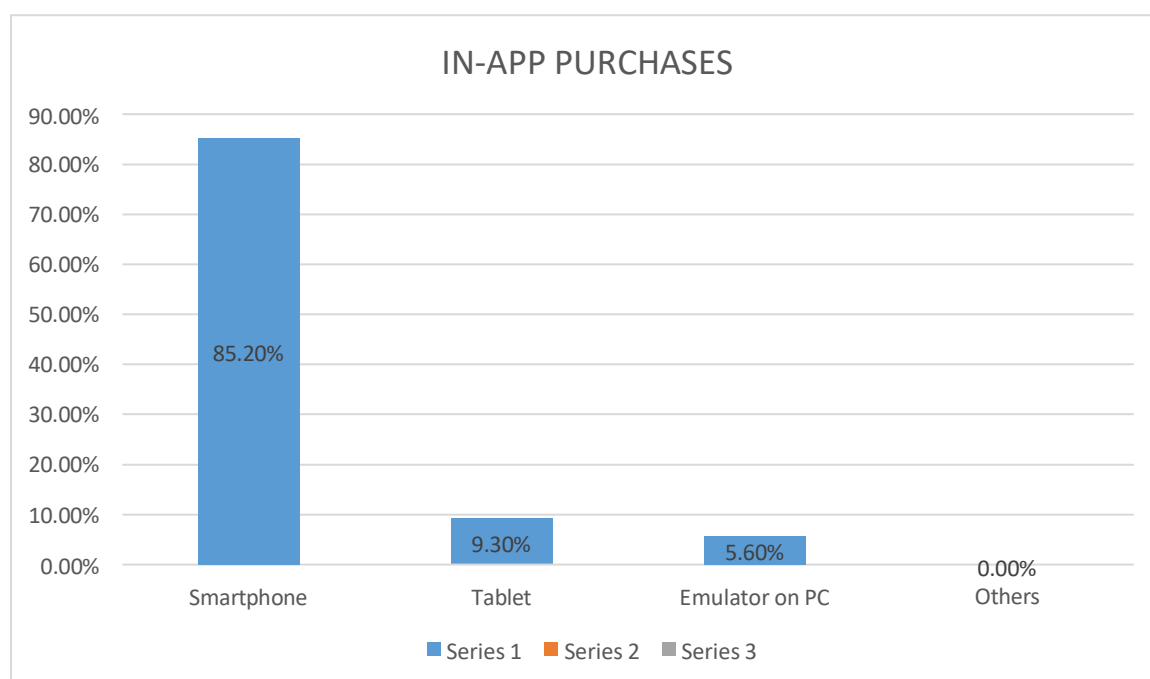


Figure 6.11: IN-APP Purchases

### INTERPRETATION:

The survey received 100 responses for the question "What device do you primarily use to play PUBG Mobile?". An overwhelming majority of respondents (85.2%) primarily use a smartphone to play the game. Tablets are used by a smaller percentage (9.3%), and playing via an emulator on a PC accounts for 5.6% of the responses. No respondents indicated using other devices as their primary platform for playing PUBG Mobile.

12. Are you aware of any local gaming cafes in Hyderabad that host PUBG Mobile tournaments or events?

(a) Yes, many

(b) Yes, a few

(c) No

| Particular | Number of Respondents | Percentage (%) |
|------------|-----------------------|----------------|
| yes, many  | 12                    | 13.0           |
| yes, a few | 59                    | 57.4           |
| No         | 29                    | 29.6           |
| Total      | 100                   | 100.0          |

Table 6.12: Awareness of local PUBG Mobile Tournaments in Hyderabad

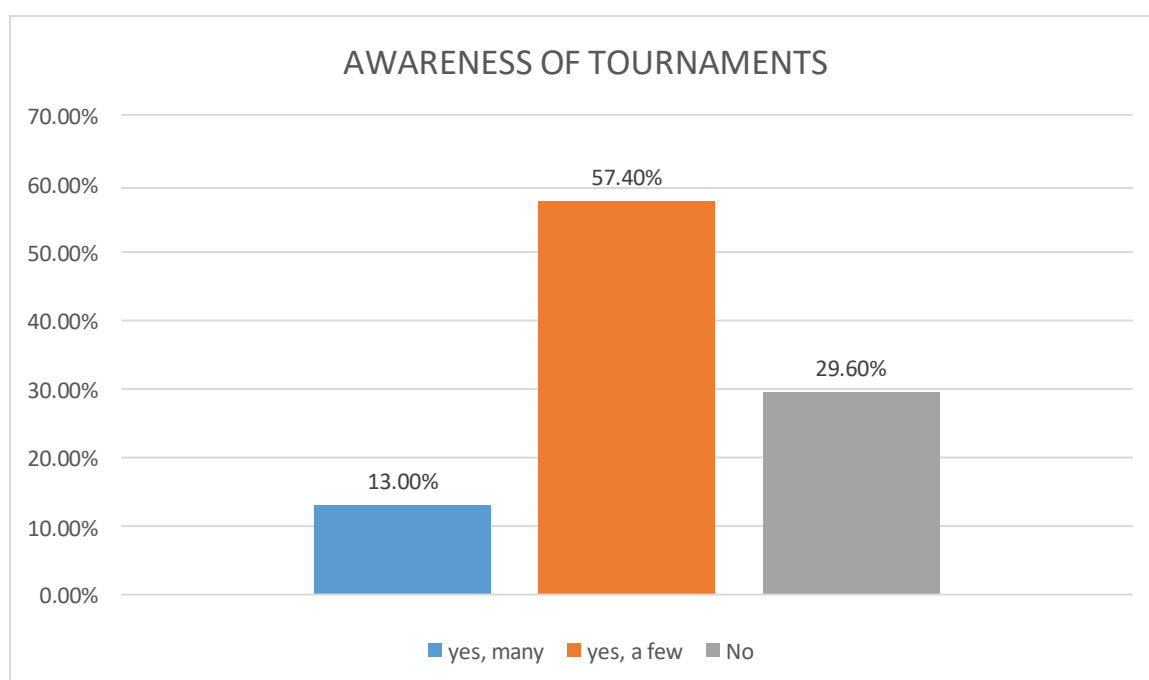


Figure 6.12: Awareness of local PUBG Mobile Tournaments in Hyderabad

**INTERPRETATION:** Over half of the respondents are aware of at least a few local gaming cafes in Hyderabad that host PUBG Mobile tournaments or events. The largest segment, representing 57.4% of the responses, indicated awareness of "yes, a few" such cafes. A significant portion of respondents are not aware of any local gaming cafes hosting these events. This group constitutes 29.6% of the total responses.

13. Are you aware of any local influencers or content creators in Hyderabad who focus on PUBG Mobile?

(a) Yes, many

(b) Yes, a few

(c) No

| Particular | Number of Respondents | Percentage (%) |
|------------|-----------------------|----------------|
| yes, many  | 16                    | 17.3           |
| yes, a few | 44                    | 42.3           |
| No         | 40                    | 40.4           |
| Total      | 100                   | 100.0          |

Table 6.12: Awareness of PUBG Mobile Influencers in Hyderabad

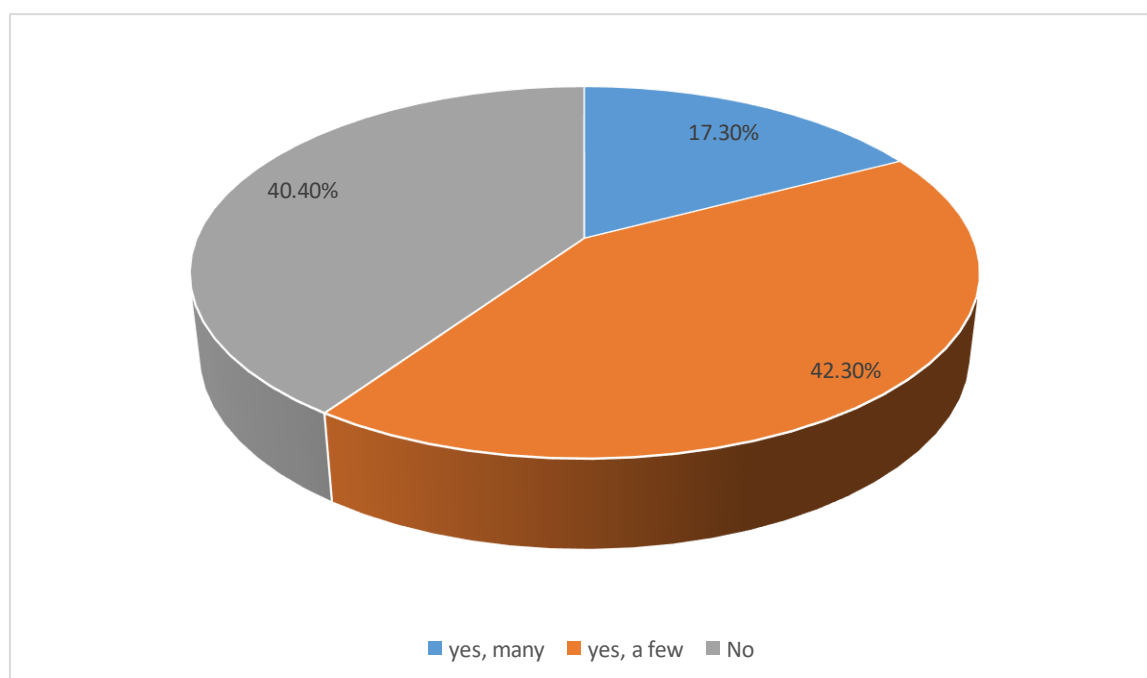


Figure 6.12: Awareness of PUBG Mobile Influencers in Hyderabad

#### INTERPRETATION:

A significant plurality of respondents are aware of at least a few local influencers or content creators in Hyderabad who focus on PUBG Mobile. The largest segment, representing 42.3% of the responses, indicated awareness of "yes, a few" such individuals. A substantial portion of respondents are not aware of any local PUBG Mobile influencers or content creators. This group constitutes 40.4% of the total responses, indicating a lack of visibility or engagement with local content creators for this game.

14. What is your opinion on in-game advertisements within PUBG Mobile?

- (a) They are intrusive and annoying      (b) They are acceptable if they are relevant  
(c) I don't mind them      (d) I find them helpful

| Particular                               | Number of Respondents | Percentage (%) |
|------------------------------------------|-----------------------|----------------|
| They are intrusive and annoying          | 53                    | 51.9           |
| They are acceptable if they are relevant | 29                    | 27.8           |
| I don't mind them                        | 13                    | 11.1           |
| I find them helpful                      | 5                     | 9.3            |
| Total                                    | 100                   | 100.1          |

Table 6.14: Opinion on In-Game Advertisements in PUBG Mobile

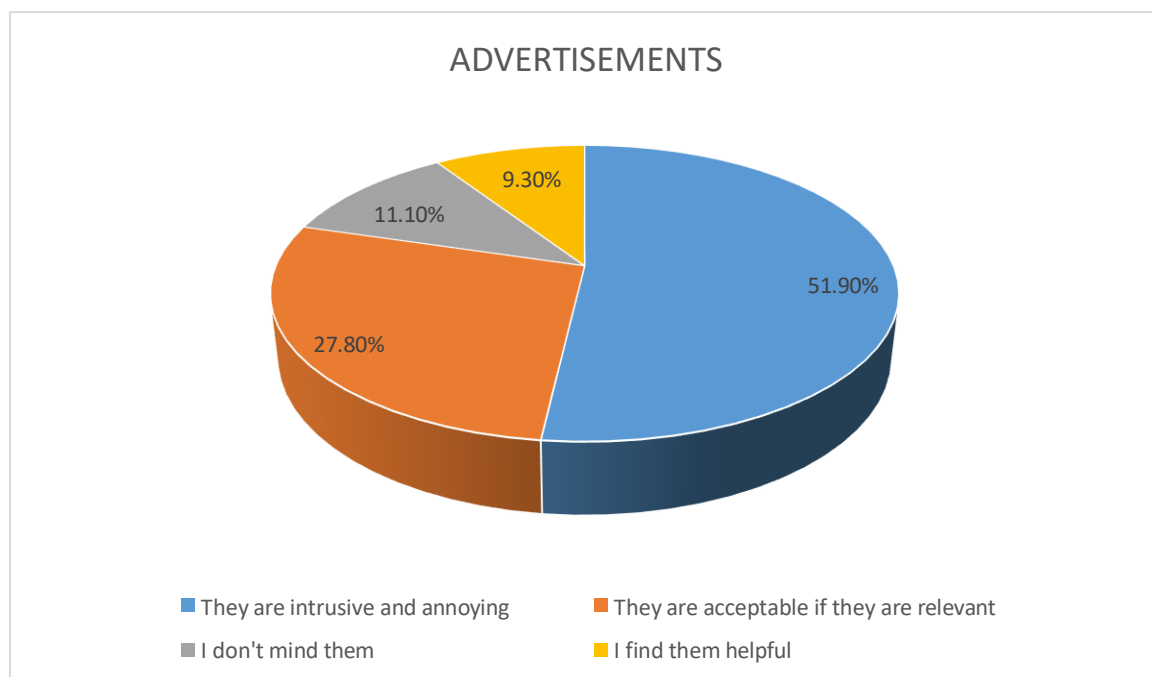


Figure 6.14: Opinion on In-Game Advertisements in PUBG Mobile

#### INTERPRETATION:

Over half of the respondents find in-game advertisements intrusive and annoying. This represents the largest segment, with 51.9% of the responses expressing a negative sentiment towards the ads. A significant portion of respondents find in-game advertisements acceptable if they are relevant. This group constitutes 27.8% of the total responses, suggesting a conditional tolerance for advertising based on its pertinence.

15. Would you be interested in participating in local PUBG Mobile tournaments in Hyderabad?

(a) Yes, definitely

(b) Maybe

(c) No

| Particular      | Number of Respondents | Percentage (%) |
|-----------------|-----------------------|----------------|
| Yes, definitely | 22                    | 24.1           |
| Maybe           | 45                    | 44.4           |
| No              | 33                    | 31.5           |
| Total           | 100                   | 100.0          |

Table 6.15: level of interest in PUBG mobile tournaments

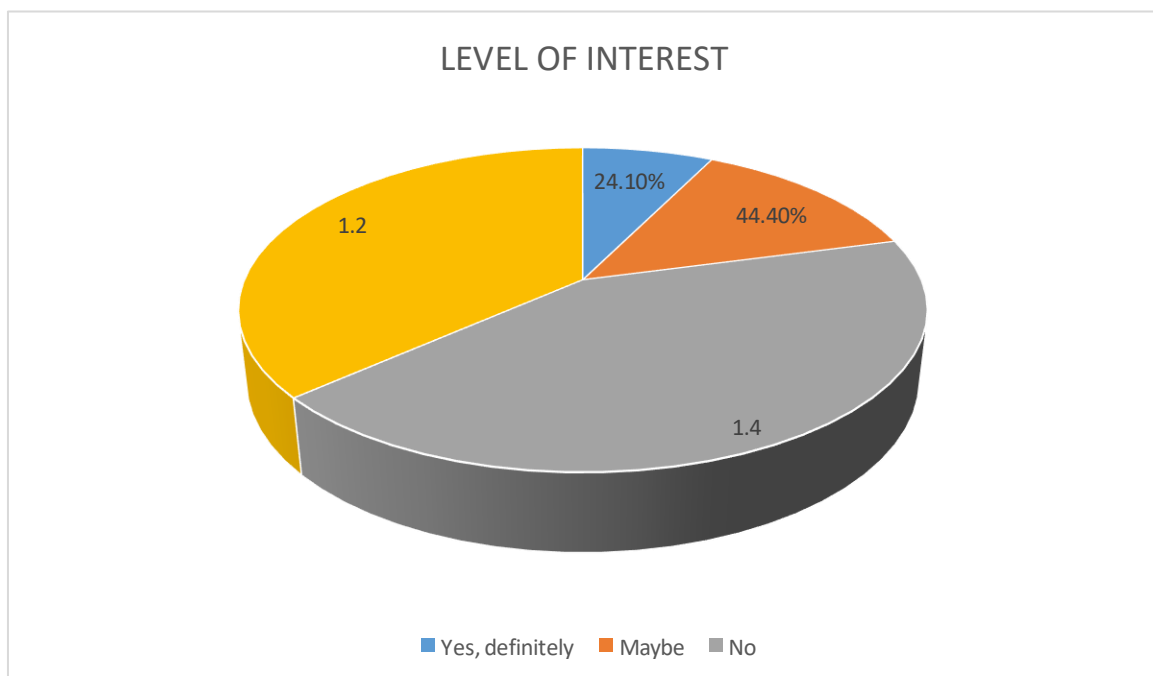


Figure 6.15: level of interest in PUBG mobile tournaments

### INTERPRETATION:

A significant portion of respondents are potentially interested in participating in local PUBG Mobile tournaments. The largest segment, representing 44.4% of the responses, indicated "maybe" as their level of interest. This suggests a considerable pool of individuals who could be motivated to participate under the right circumstances. Almost a quarter of respondents are definitely interested in participating.

16. Do you feel that PUBG mobile has a positive or negative impact on the youth of Hyderabad?

(a) Positive      (b) Negative      (c) Neutral      (d) Unsure.

| Particular | Number of Respondents | Percentage (%) |
|------------|-----------------------|----------------|
| positive   | 27                    | 25.9           |
| negative   | 27                    | 25.9           |
| neutral    | 27                    | 25.9           |
| unsure     | 19                    | 22.2           |
| Total      | 100                   | 99.9           |

Table 6.16: Impact of PUBG Mobile on Hyderabad Youth

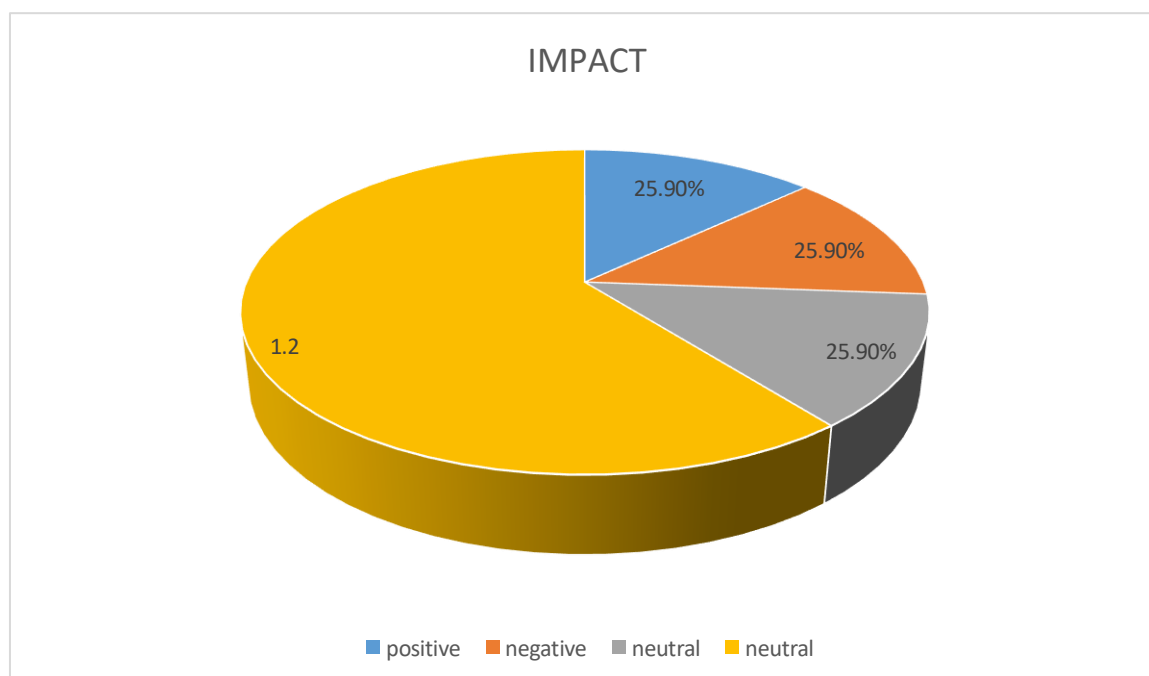


Figure 6.16: Impact of PUBG Mobile on Hyderabad Youth

### INTERPRETATION:

There is a relatively even distribution of opinions regarding the impact of PUBG Mobile on the youth of Hyderabad. A significant portion of respondents feel the impact is neutral. This represents the largest segment, with 25.9% of the responses indicating a neutral perspective. An equal percentage of respondents hold positive and negative views. Both positive and negative impacts were selected by 25.9% of the respondents each.

17. Which of the following revenue models are you familiar with? (Check all that apply)

- (a) In-app purchases (cosmetics, skins, etc.)      (b) Battle Passes (Royale Pass)
- (c) Advertising      (d) Esports and sponsorships      (e) Collaborations and partnerships

| Particular                                | Number of Respondents | Percentage (%) |
|-------------------------------------------|-----------------------|----------------|
| In-app purchases (cosmetics, skins, etc.) | 32                    | 30.2           |
| Battle passes (Royale Pass)               | 19                    | 17.0           |
| E-sports and sponsorships                 | 12                    | 13.2           |
| Advertising                               | 20                    | 18.9           |
| Collaborations and partnerships           | 10                    | 11.3           |
| Other                                     | 7                     | 9.4            |
| Total                                     | 100                   | 100.0          |

Table 6.17: Revenue model familiarity among respondents

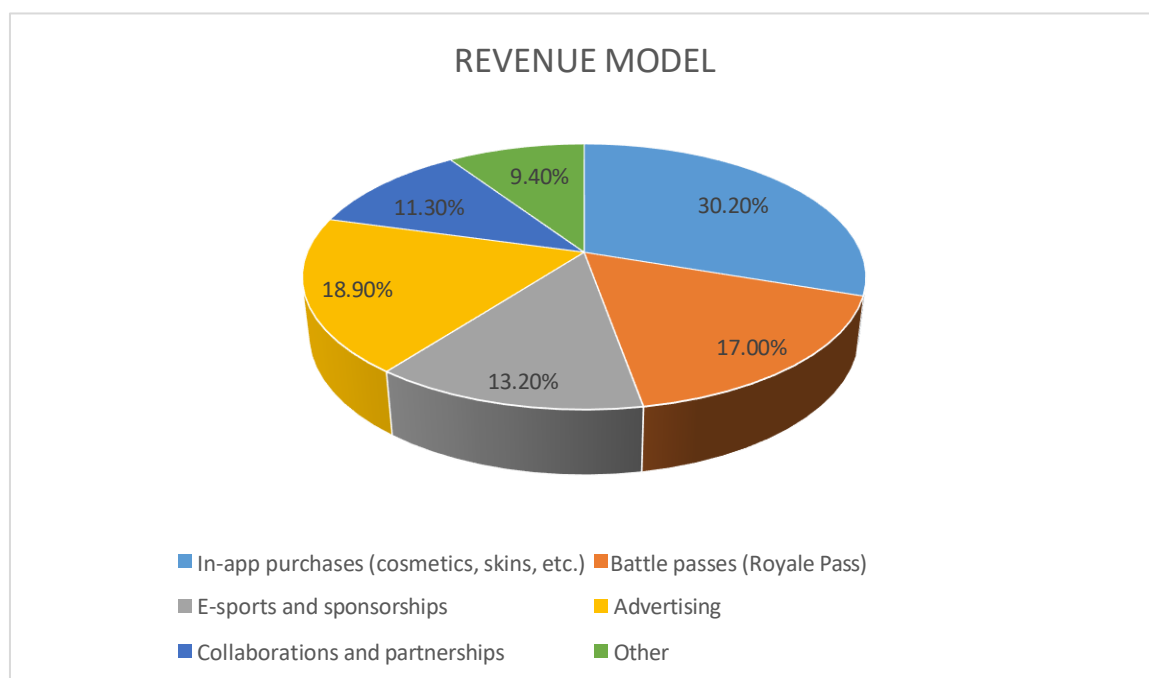


Figure 6.17: Revenue model familiarity among respondents

**INTERPRETATION:** In-app purchases (cosmetics, skins, etc.) are the most familiar revenue model among the respondents. A significant portion, 30.2%, indicated their familiarity with this method. Battle Passes (Royale Pass) are also a widely recognized revenue model. 17% of the respondents are familiar with this approach.

18. What motivates you to play PUBG?

(a) Entertainment

(b) Social Interaction

(c) Competitive Gaming

(d) Others (please specify)

| Particular         | Number of Respondents | Percentage (%) |
|--------------------|-----------------------|----------------|
| Entertainment      | 55                    | 57.4           |
| Social Interaction | 24                    | 25.8           |
| Competitive Gaming | 16                    | 14.8           |
| Other              | 5                     | 1.9            |
| Total              | 100                   | 99.9           |

Table 6.18: motivations for playing PUBG

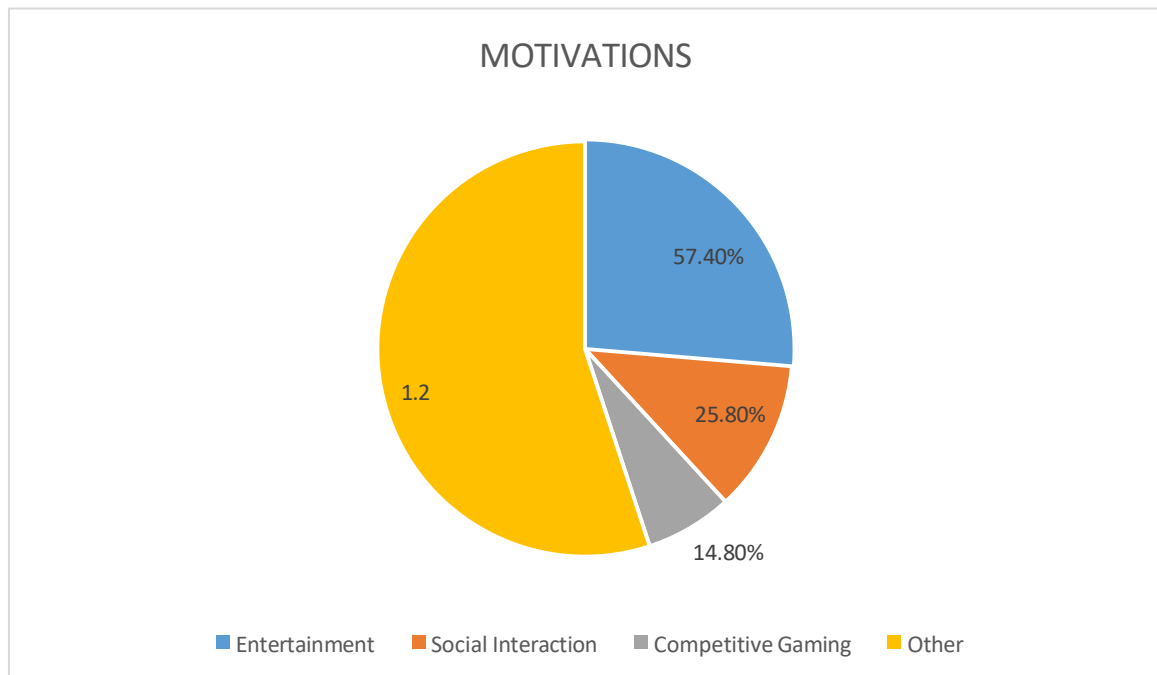


Figure 6.18: motivations for playing PUB

**INTERPRETATION:** A majority of PUBG players, 57.4%, play the game primarily for entertainment. Social interaction is another key motivator, with 25.8% enjoying the game for its social aspects. Competitive gaming appeals to 14.8% of players who are driven by the thrill of competition. Only a small fraction, 1.9%, cited other reasons for playing. These findings suggest that most players are drawn to PUBG for fun, social connection, and competition.

19. How much time do you typically spend on the app per session?

(a) Less than 30 minutes

(b) 30 minutes to 1 hour

(c) 1-2 hours

(d) More than 2 hours

| Particular           | Number of Respondents | Percentage (%) |
|----------------------|-----------------------|----------------|
| Less than 30 minutes | 26                    | 30.8           |
| 30 minutes to 1 hour | 49                    | 42.3           |
| 1-2 hours            | 19                    | 23.1           |
| more than 2 hours    | 6                     | 3.8            |
| Total                | 100                   | 100.0          |

Table 6.19: distribution of app session duration

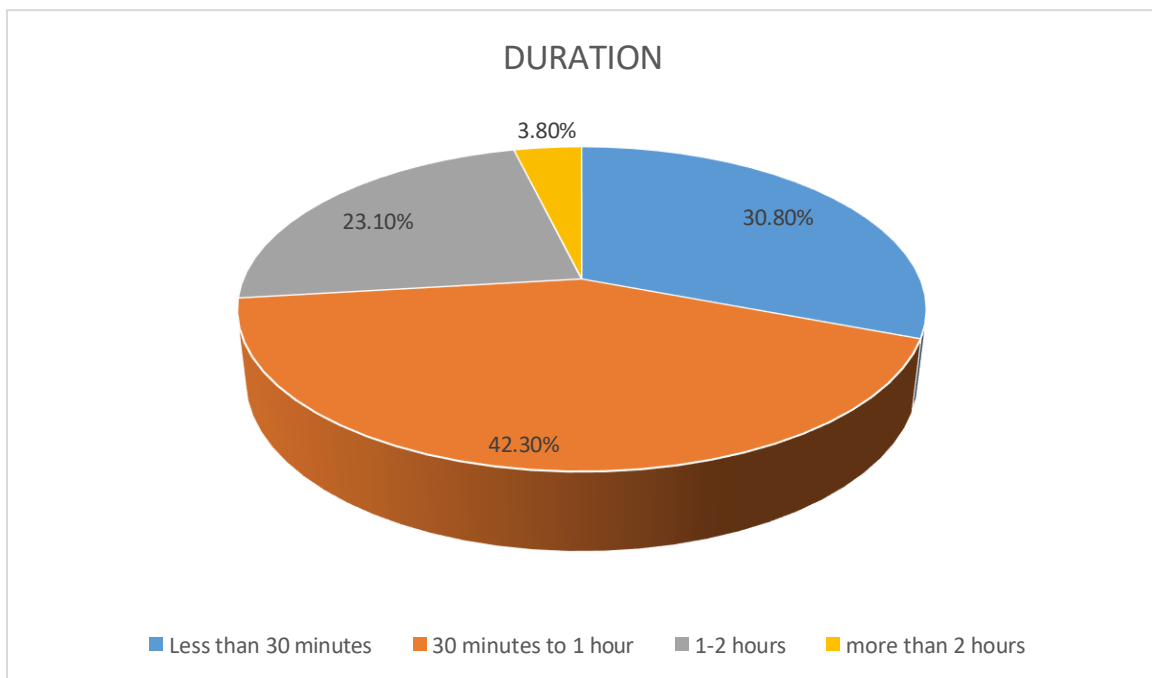


Figure 6.19: distribution of app session duration

**INTERPRETATION:** A significant portion of respondents (42.3%) spend 30 minutes to 1 hour per session on the app, making it the most common usage duration. About 30.8% use the app for less than 30 minutes per session, reflecting shorter engagement. Nearly 23.1% of users spend 1–2 hours per session, indicating moderate usage.

20. How do you perceive the effectiveness of PUBG's in-app advertisements?

(a) Very Effective

(b) Effective

(c) Neutral

(d) Ineffective

| Particular     | Number of Respondents | Percentage (%) |
|----------------|-----------------------|----------------|
| very effective | 13                    | 15.1           |
| effective      | 15                    | 17.0           |
| neutral        | 20                    | 18.9           |
| ineffective    | 52                    | 49.1           |
| Total          | 100                   | 100.1          |

Table 6.20: perceived effectiveness of PUBG in-app advertisements

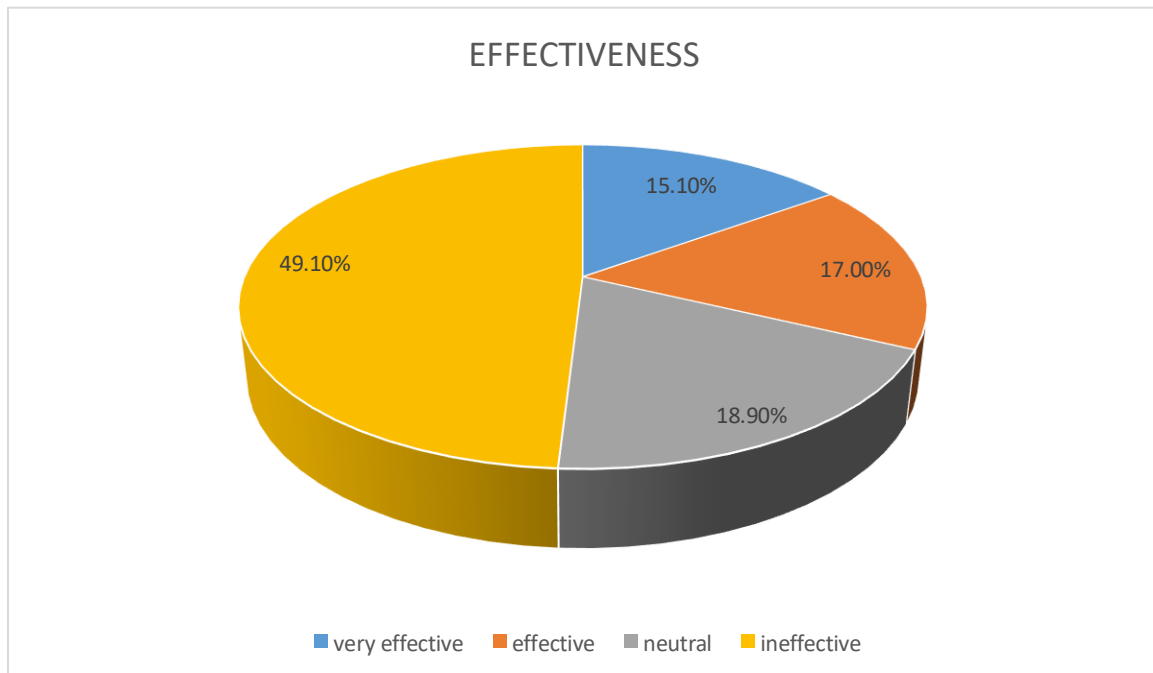


Figure 6.20: perceived effectiveness of PUBG in-app advertisements

**INTERPRETATION:** A significant portion of respondents perceive PUBG's in-app advertisements as ineffective. This is the largest segment, accounting for 49.1% of the responses. A notable percentage of respondents have a neutral perception of the effectiveness of the in-app advertisements. This group represents 18.9% of the total responses. A smaller segment of respondents find the in-app advertisements to be effective. 17% of the respondents hold this view.

# PUBG-GAMING APP DASHBOARD

Total responses

100

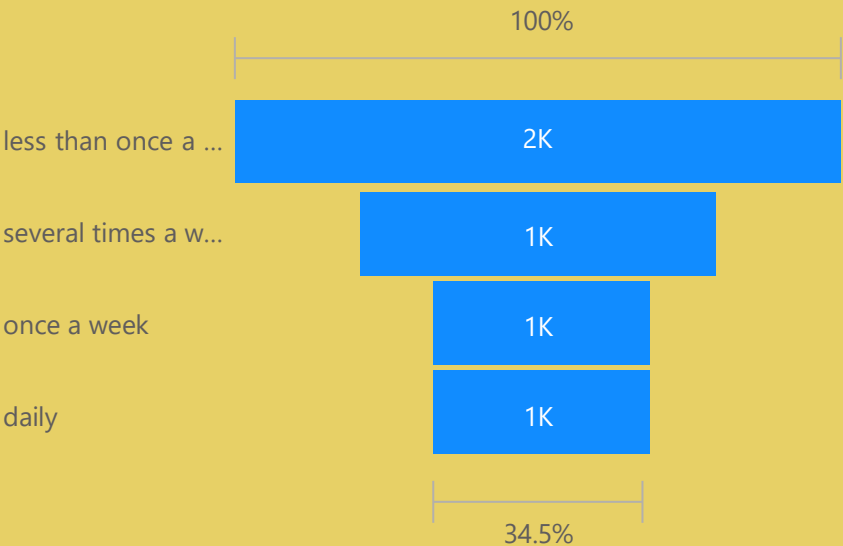
by email

30

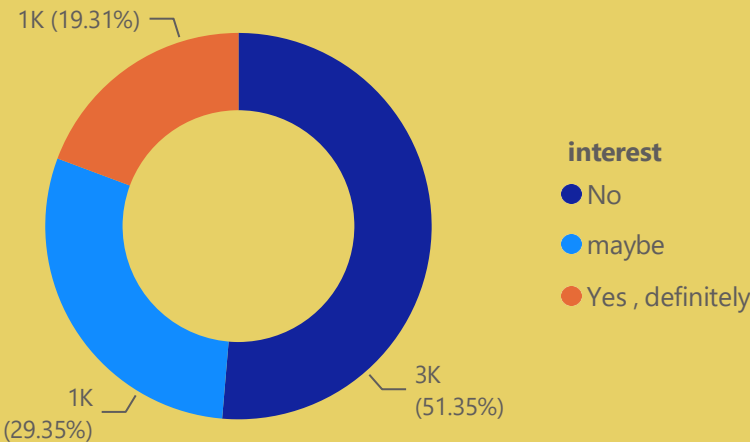
Timestamp

54

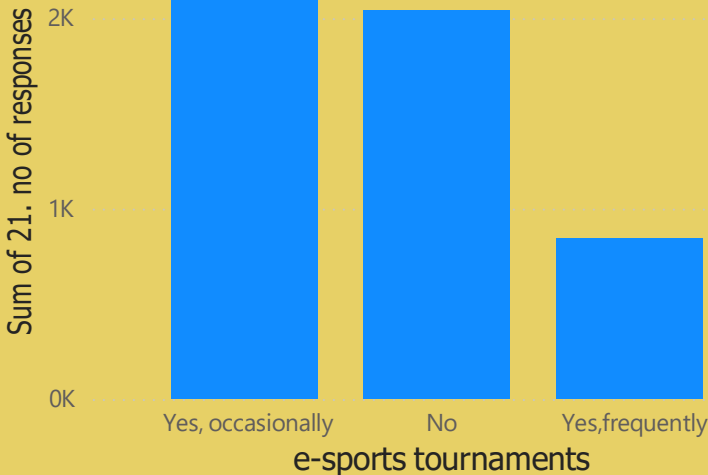
spending time on PUBG app



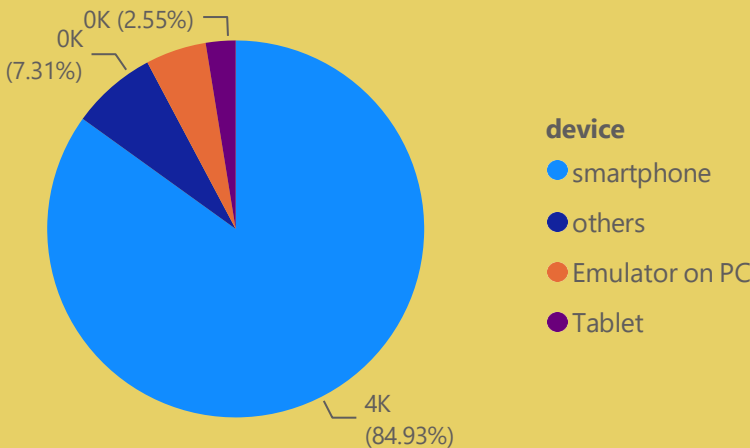
no of responses by interest



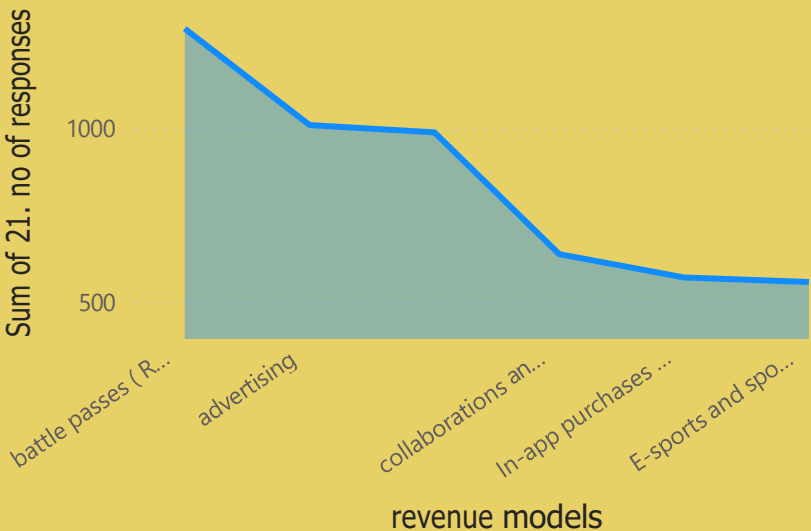
no of responses by e-sports tournaments



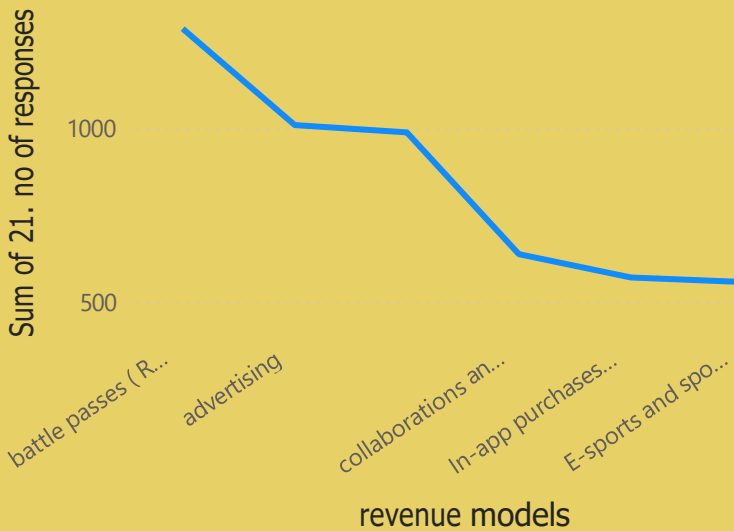
number of respondents devices used



no of responses by revenue models



no of responses by revenue models



## STORY TELLING:

"Pubg gaming app dashboard". It visualizes survey data collected from respondents regarding their experiences and behaviours related to playing PUBG. Here's a breakdown of the storytelling approach and what insights are conveyed:

### Dashboard Breakdown

1. Play Location: Respondents mostly play at home, other popular locations include gaming cafes.
2. Gender Distribution: Majority of respondents are male (55.56%), Females account for 40.4%, with a small portion (4.04%) unaccounted or possibly others.
3. Primary Reason to Play: Top reasons include: Playing because friends do. Improving personal skills. Gaining a competitive edge. Also noted: some didn't purchase the game or supported the developers.
4. Occupation: Students form the largest group of respondents, Private sector employees, Government employees, Self-employed individuals
5. Influencers: Responses show: 45.45% were influenced by others, 37.37% were influenced by a few, 15.15% were influenced by many, and this implies word-of-mouth and social influence play a big role.
6. Perceived Impact: A striking 100% positive impact is shown, which might be a visualization error or exaggerated. Still, a majority seem to view their gaming experience positively, with some neutral and unsure responses.

### Storytelling Style

- User-cantered: It focuses on who the players are (demographics, influencers, etc.). Behavioural insight: Where they play, why they play, and how it affects them. Visual clarity: It uses basic bar charts, but some labels seem misaligned or cropped (likely due to rendering issues). Narrative potential: The dashboard could be improved by adding annotations or a summary that ties the charts into a cohesive story (e.g., "Most PUBG players are students who play at home and are influenced by peers."). If you'd like, I can help you rewrite this into a more polished data story, or redesign the visual storytelling for better presentation. Just let me know your goal!

## **CHAPTER – VII**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **7.1 FINDINGS:**

1. Out of 100 respondents, the majority (50%) are aged between 18–24 years, followed by 20% below 18 and 18% in the 25–34 age group. Only 12% are aged 35 and above, indicating a predominantly young respondent base.
2. Out of 100 respondents, the majority are students (39%), followed by those employed in the private sector (28%) and government sector (24%). Only 9% are self-employed, indicating fewer independent workers in the sample.
3. Out of 100 respondents, the majority are female (61%), while males make up 39% of the sample. No respondents identified as "Other," indicating a lack of gender diversity beyond male and female.
4. Out of 100 respondents, the majority (37%) have a monthly income between ₹10,000–₹20,000, followed by 25% earning below ₹10,000. Only 15% earn above ₹30,000, indicating a lower representation of higher-income individuals in the sample.
5. Out of 100 respondents, most (39%) engage monthly, followed by 32% weekly and 23% daily. Only 6% participate a few times a week, indicating that monthly interaction is the most common frequency.
6. Out of 100 respondents, the highest proportion (36%) have been engaged for 1 year, followed by 28% for 1–2 years and 20% for less than 6 months. Only 16% have been involved for more than 2 years, indicating most respondents are relatively new.
7. Out of 100 respondents, the most common reason for using the platform is to read product reviews and ratings (22%), followed by keeping up with beauty trends (20%) and purchasing beauty products (18%). Fewer respondents use it for browsing products (7%) or accessing tutorials (14%).
8. Out of 100 respondents, 73% answered "No," while 27% answered "Yes," indicating a significantly larger group that does not agree with the statement or question being asked.

9. Out of 100 respondents, 75% answered "Yes," while 25% answered "No," indicating a strong majority in favor of the statement or question being asked.
10. Out of 100 respondents, the most common reason for choosing Nykaa is good quality (22%), followed by positive reviews (20%) and curiosity to try (19%). Fewer respondents mentioned availability of unique products (7%) or trust in the brand (14%).
11. Out of 100 respondents, 64% answered "Yes," while 36% answered "No," indicating a clear majority in favour of the statement or question being asked.
12. Out of 100 respondents, 35% consider it slightly important, followed by 27% who find it very important. 18% think it's moderately important, while 20% consider it not important.
13. Out of 100 respondents, 62% prefer a mix of the same and new brands, while 28% stick to mostly the same brands. Only 10% prefer mostly new brands, indicating a preference for variety over sticking to familiar options.
14. Out of 100 respondents, 76% answered "Yes," while 24% answered "No," indicating a strong majority in favour of the statement or question being asked.
15. Out of 100 respondents, 36% use it sometimes, followed by 33% who use it rarely, and 25% who use it often. Only 6% have never used it, indicating that most respondents engage with it at least occasionally.
16. Out of 100 respondents, 58% answered "Yes," while 42% answered "No," indicating a majority in favor of the statement or question being asked.
17. Out of 100 respondents, 66% answered "No," while 34% answered "Yes," indicating a larger group does not agree with the statement or question being asked.
18. Out of 100 respondents, 40% find it somewhat easy, while 24% find it very easy. 20% find it somewhat difficult, and 15% find it very difficult, with 1% selecting "Not applicable."
19. Out of 100 respondents, 40% believe prices are similar to other places, followed by 22% who are not sure. 20% think prices are higher, and 18% believe they are lower than other places.

## 7.2 SUGGESTIONS

Okay, here are 15 key points summarizing the suggestions for a study on revenue models and business applications of PUBG in Hyderabad:

1. **Define Clear Research Questions:** The study should begin with specific questions about PUBG's revenue, player spending, esports impact, local business integration, and player demographics in Hyderabad.
2. **Employ a Mixed-Methods Approach:** Combine quantitative surveys and qualitative interviews for a comprehensive understanding. Observational studies and secondary data analysis can supplement this.
3. **Develop Targeted Survey Questionnaires:** Design structured surveys for Hyderabad PUBG players covering demographics, gaming habits, spending, esports engagement, and attitudes towards monetization.
4. **Conduct In-Depth Stakeholder Interviews:** Interview players, gaming cafe owners, tournament organizers, local businesses, content creators, and esports team representatives.
5. **Consider Observational Studies:** Observe player behaviour in gaming cafes and at local events to gather first-hand insights.
6. **Analyze Relevant Secondary Data:** Review existing reports on the Indian gaming market and PUBG's performance.
7. **Implement a Strategic Sampling Approach:** Use a mix of probability and non-probability techniques, potentially including stratified and snowball sampling to reach diverse player segments.
8. **Utilize Appropriate Data Analysis Techniques:** Apply statistical methods for quantitative data and thematic analysis for qualitative data, integrating findings for a holistic view.
9. **Adhere to Ethical Research Principles:** Obtain informed consent, ensure anonymity and confidentiality, and address potential biases.
10. **Structure a Comprehensive Report:** Organize findings logically with clear sections covering methodology, results, discussion, conclusions, and recommendations.
11. **Establish a Realistic Timeline and Resources:** Plan the study phases and identify the necessary personnel, funding, and tools.
12. **Disseminate Findings Effectively:** Share the research through publications, presentations, and reports tailored to relevant stakeholders.

## 7.3 CONCLUSION

In conclusion, a comprehensive study on the revenue models and business applications of PUBG within the specific context of Hyderabad holds significant potential to yield valuable insights. By employing a rigorous mixed-methods approach, encompassing surveys of players, in-depth interviews with key stakeholders across the gaming and local business ecosystem, and the analysis of relevant secondary data, researchers can develop a nuanced understanding of this dynamic market.

Such a study can illuminate the primary drivers of revenue within the Hyderabad PUBG community, detailing spending habits on in-app purchases and the economic impact of the burgeoning esports scene. Furthermore, it can identify existing and potential avenues for local businesses in Hyderabad to leverage the popularity and engagement of PUBG for their own growth and outreach.

Crucially, the research should delve into the unique cultural and socio-economic factors prevalent in Hyderabad that shape gaming preferences, spending behaviours, and community dynamics around PUBG. Understanding the impact of past game bans and subsequent re-launches will also provide critical context for the current landscape.

Ultimately, the findings of this study will not only contribute to the academic understanding of mobile gaming economies and digital entertainment consumption in a regional context but also offer practical recommendations for game developers seeking to optimize monetization strategies, esports organizations aiming to cultivate the local talent pool, local businesses looking for innovative marketing and engagement opportunities, and policymakers seeking to understand the socio-economic implications of online gaming. By providing data-driven insights, this research can contribute to the sustainable growth and responsible development of the PUBG ecosystem within the vibrant city of Hyderabad.

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## ARTICLES & WEBSITES

### 1. "Does Gamification Work? A Literature Review of Empirical Studies on Gamification"

- **Authors:** Hamari, J., Koivisto, J., & Sarsa, H.
- **Year:** 2014
- **Journal:** *47th Hawaii International Conference on System Sciences*, 3025-3034.
- **Summary:** This article reviews the impact of gamification on user engagement and behavior, exploring its effectiveness in various contexts, including mobile gaming. It's particularly relevant for understanding how PUBG Mobile uses gamification elements to drive user interaction and in-app purchases.
- **Reference:**  
Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work? A literature review of empirical studies on gamification. *Proceedings of the 47th Hawaii International Conference on System Sciences*, 3025-3034.  
<https://doi.org/10.1109/HICSS.2014.377>

### 2. "The Structural Transformation of the Digital Games Industry"

- **Authors:** Nieborg, D. B., & Hermes, J.
- **Year:** 2015
- **Journal:** *Television & New Media*, 16(5), 430-444.
- **Summary:** This article provides insights into the structural transformation of the video games industry, focusing on the shift toward mobile platforms and the new business models emerging in digital gaming, such as in-app purchases and ads in games like PUBG Mobile.
- **Reference:**  
Nieborg, D. B., & Hermes, J. (2015). The structural transformation of the digital games industry. *Television & New Media*, 16(5), 430-444.  
<https://doi.org/10.1177/1527476415581424>

### 3. "The Mobile Game Industry: Current Trends and Emerging Business Models"

- **Authors:** Deterding, S., & Dixon, D.
- **Year:** 2013
- **Journal:** *Entertainment Computing*, 4(3), 179-185.
- **Summary:** This article outlines the major trends in mobile gaming and the various business models employed by mobile game developers, including free-to-play and in-app purchases, relevant to understanding PUBG Mobile's business strategy.
- **Reference:**  
Deterding, S., & Dixon, D. (2013). The mobile game industry: Current trends and emerging business models. *Entertainment Computing*, 4(3), 179-185.  
<https://doi.org/10.1016/j.entcom.2013.07.001>

### "The Impact of Online Game Addiction on Consumer Behavior"

- **Authors:** Kim, Y., & Kim, K.
- **Year:** 2011
- **Journal:** *Journal of Consumer Research*, 38(4), 651-662.
- **Summary:** This article examines how online game addiction affects consumer behavior, including spending patterns and social interactions, which are key for analyzing the in-game purchase behavior of PUBG Mobile users.
- **Reference:**  
Kim, Y., & Kim, K. (2011). The impact of online game addiction on consumer behavior. *Journal of Consumer Research*, 38(4), 651-662.  
<https://doi.org/10.1086/659845>

## **APPENDIX:**

1. What is your age range?
  - (a) 13-17
  - (b) 18-24
  - (c) 25-34
  - (d) 35+
2. What is your gender?
  - (a) Male
  - (b) Female
  - (c) Other/Prefer not to say
3. How often do you play PUBG Mobile?
  - (a) Daily
  - (b) Several times a week
  - (c) Once a week
  - (d) Less than once a week
4. Where do you primarily play PUBG Mobile?
  - (a) At home
  - (b) At a gaming cafe
  - (c) While commuting
  - (d) other (please specify)
5. What device do you primarily use to play PUBG Mobile?
  - (a) Smartphone
  - (b) Tablet
  - (c) Emulator on PC
  - (d) other (please specify)

6. On average, how much do you spend on in-app purchases (UC) in PUBG Mobile per month?
- (a) ₹0
  - (b) ₹1-500
  - (c) ₹501-1000
  - (d) ₹1001-2000
  - (e) ₹2001+
8. What types of in-game items are you most likely to purchase?
- (a) Character skins
  - (b) Weapon skins
  - (c) Clothing/Outfits
  - (d) Battle Passes
  - (e) Other (please specify)
9. Are you more likely to spend money on in-app purchases during:
- (a) Special in-game events
  - (b) New season releases
  - (c) Collaboration events
  - (d) Regular gameplay
  - (e) I do not spend money.
10. Do you purchase the Royal Pass?
- (a) Yes, regularly
  - (b) Yes, occasionally
  - (c) No
11. What is the primary reason you make in game purchases?
- (a) To improve my character's appearance.

- (b) To gain a competitive advantage.
- (c) To support the game developers.
- (d) Because my friends do.
- (e) other

12. Do you watch PUBG Mobile esports tournaments?

- (a) Yes, frequently
- (b) Yes, occasionally
- (c) No

13. Are you aware of any local gaming cafes in Hyderabad that host PUBG Mobile tournaments or events?

- (a) Yes, many
- (b) Yes, a few
- (c) No

14. Are you aware of any local influencers or content creators in Hyderabad who focus on PUBG Mobile?

- (a) Yes, many
- (b) Yes, a few
- (c) No

15. Would you be interested in participating in local PUBG Mobile tournaments in Hyderabad?

- (a) Yes, definitely
- (b) Maybe
- (c) No

17. What is your opinion on in-game advertisements within PUBG Mobile?

- (a) They are intrusive and annoying
- (b) They are acceptable if they are relevant
- (c) I don't mind them

(d) I find them helpful

18. Do you feel that PUBG mobile has a positive or negative impact on the youth of Hyderabad ?

(a) Positive

(b) Negative

(c) Neutral

(d) Unsure.

19. Which of the following revenue models are you familiar with? (Check all that apply)

(a) In-app purchases (cosmetics, skins, etc.)

(b) Battle Passes (Royale Pass)

(c) Advertising

(d) Esports and sponsorships

(e) Collaborations and partnerships

(f) Other (Please specify)

20. What motivates you to play PUBG?

(a) Entertainment

(b) Social Interaction

(c) Competitive Gaming

(d) Others (please specify)

21. How much time do you typically spend on the app per session?

(a) Less than 30 minutes

(b) 30 minutes to 1 hour

(c) 1-2 hours

(d) More than 2 hours