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ONLINE GAMING & ITS IMPACT ON SOCIETY

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**Hitesh Keserwani**

**Kapil Arora**

## PREFACE

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The video games industry generates several billion dollars of revenue each year in Asia Pacific alone. Now, the development of online game play has the potential to drive even more dramatic expansion in the media and entertainment market. The online video games market is becoming one of the big drivers of telecommunications and IT services growth. With advancement of the PC systems and information technology (internet) throughout the 1990s, it gave a great opportunity for traditional PC games on the isolated individual PCs to move into the infinite world of cyber space where it makes possible to start multiplayer games as gamers from all over the world can join through the internet highway. The online gaming sector in India is being driven by the increasing number of Internet users, increase in disposable incomes, and propensity to spend among the youth.

After gaining immense popularity in the US, the UK, China and Japan among others, online game is here in India. Although in its nascent stage at present, online gaming is ready for a fast-paced growth in the next couple of years, with the changing mindset of the generation next in the country and the promise of a good enabling infrastructure. Further, popularity of social networking has made the concept of social gaming immensely popular in western countries. Indian gaming companies are also capitalizing on the growing trend by introducing various gaming options in social networking portals. Online games relating advertisement support have been one of the major sources of revenue for online gaming enterprises in India.

The size of the PC/online gaming segment in India reached USD 21.68 million in 2009, 17 percent higher than that of 2008. This segment is expected to have a whopping CAGR of 37.8 percent during 2009-2014, to touch USD 110 million in 2014. The industry experts foresee the online gaming industry to be one of the most remarkable changes in the entertainment industry and place it second to film industry. Optimistic experts

estimate the growth of online gaming to surpass the growth of cinema by the year 2025.

Given the huge potential, impact and adaptability of the online gaming vis-a-vis the changing socioeconomic demography of India, it is interesting to study that in a price-sensitive and piracy prone market like India, how the adoption of video games from pirate CDs to an online direct/proxy payment facility takes place. The book contains the study of the adoptability of online gaming in India. To achieve this aim, the following objectives were formulized:

#### Part 1

- To understand the online games market and its drivers in India.
- To study the impact of demographic variables on the adoption of online games by Indian youth.
- To analyze the impact of transactions through online games in e-commerce by Indian youth.

#### Part 2

- To identify the major factors influencing towards the adoption of online games by Indian youth.
- Analyze the relationship among the variables influencing for adoption of online games by Indian youth.

In order to understand the subject in detail, relevant literature was carried out. More than 280 referred articles from various journals; magazines and website were referred to consolidate on the preliminary data collection tool for the present research. The questionnaire was validated from the panel of experts as per the proven research guidelines and procedures. Relevant data was collected from 400 experienced online gamers, who belonged to Lucknow city and included outsiders who were living in Lucknow for/ from a short period of time. Different proven analysis processes were carried out on the data leading to seven factors structure to measure adoption of online games by Indian youth. Findings were validated using

content and criteria validity tests. Finally, implications were drawn for academicians and professionals.

The research presented in the book must be seen as an attempt in exploring the nascent subject of youth adoption of online games especially for Indian organizations. The implications drawn may provide the directions for researcher and practitioner to further explore this area.

**Hitesh Keserwani**

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