

# **A Study on Online Gaming Benefits Towards Teenagers and Youth**

Mohammed Iliyaz P

Prof. Dr. GP Dinesh.

Department of Business Administration, VSKU, Ballari.

Department of Business Administration, VSKU, Ballari.

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## **Abstract:**

With commencement of online games like Pub-g and Free fire and also, the availability of smart phones at affordable price led to growth in online gaming consumer base in past decade. Like two faces of a coin online gaming too has its own pros and cons, this study is conducted to explore positive side of online gaming. The main aim of this study is to identify the potential benefits of online gaming towards teens and youth. In this study both exploratory and descriptive research design are use gain better understanding of online gaming communities. For this study data was collected through structured questionnaire converted into Google forms circulated through various online gaming groups in WhatsApp and other social media platforms. From 100 respondents who belongs Ballari districts, Karnataka. And data is analysed using SPSS. The results of the study shows that online gaming has benefits on mental health such as stress reduction and other benefits such as social network, social interaction skills. Additionally, online gaming improves the strategic and problem-solving ability. And some of the respondent also opined that getting expertise in gaming will help them to build their career as professional gamers.

**Keywords:** online gaming, teenagers, youth, social benefits, mental health benefits, professional gamers.

## **Introduction:**

Irrespective of age and gender people are started paying online games for entertainment purpose. The main target audience would mostly the teens and young aged people between the age group of 16-24 year. People of this age are usually showing a greater level of interest in experiencing something new. This special characteristic the consumer of 16-24 age group and the interest of these people in gaming and smartphones influences these set of customers to become online gamers quickly. The gen z is also considered as early adaptors in gaming industry and there for targeted by online gaming companies.

According to recent reports Currently, there are an estimated 1 billion people are actively playing online games. US, China, South Korea, and Japan having biggest online gaming reach among population. And by 2025 number of online gaming consumer is expected cross 1.3 billion people globally. Parents of teenage online gaming consumers will never let their children to play online games because of critique that online gaming has lot of negative impact on physical as well as mental health of children. But on the other hand, a healthy, controlled gaming habits will have lot of benefits towards and mental health and the new trend in online gaming which is virtual and augmented reality will also bring some level of physical activity in online gaming which appreciable many parents. The main objective of this study is shed the light on the benefits of playing online gaming so, that a healthy gaming habit may adopted by teenagers and young online gaming consumers.



In October 1958 physicist William Higginbotham created the first ever video games which is also considered as base for future gaming industry. The first ever video game was a simple tennis game which was invented in exhibit for which William was the head of the visitor's days exhibition. Visitors loved the game and were standing in long lines to get a chance play game in simple analog computer. This is where the journey of video game started and after a decade companies started designing video games for general home computers, and later when internet was introduced the gaming industry moved to normal video games to online games with LAN network in 1980.

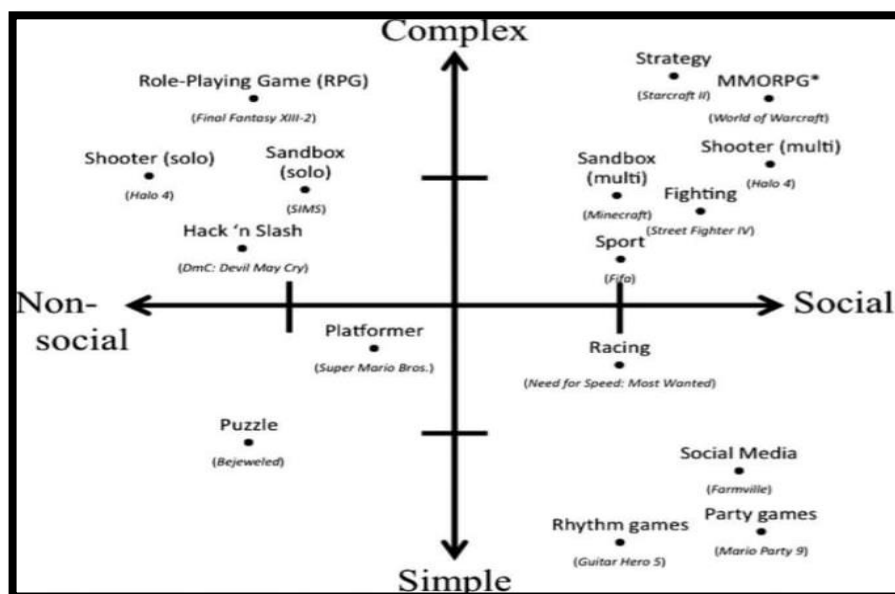
Often, we see teenagers and young people who are between the age of 13 to 24 years old are playing games in mobiles. In recent survey it is found that 82% of children in UK aged between 13 to 15 years are highly involved in online gaming. With these statistics it is clear that very high portion of online gaming consumers are teens and adult who are also known as young people.

### List of top ten countries with highest number of online game players:

	Market	Revenue (USD)	Players
1.	 United States	46.4B	209.8M
2.	 China	44.0B	744.1M
3.	 Japan	19.1B	77.1M
4.	 South Korea	7.4B	34.1M
5.	 Germany	6.5B	49.5M
6.	 United Kingdom	5.5B	38.5M
7.	 France	4.1B	38.8M
8.	 Canada	3.3B	22.0M
9.	 Italy	3.1B	36.1M
10.	 Brazil	2.6B	102.6M

The online gaming market is experiencing rapid growth in recent years. According to market research, the global online gaming market size was valued at around \$ 204.63 billion in 2020. And it is projected to reach \$440.89 billion by 2032, with a compound annual growth rate (CAGR) of 7.97%. The online gaming market is a dynamic and rapidly evolving sector within the overall gaming industry. With advancements in technology, the growing popularity of e-sports, and the increasing accessibility of gaming, the market is expected to continue expanding in the coming years.

### Based on complexity and social interaction online games can be mapped as follows:



**Benefits of online gaming:**

- **Cognitive Benefits of Gaming:** these benefits typically related to cognitive skills or cognitive learning. By playing battle-based games, chess, puzzle and other games a player can improve or learn cognitive skills and can gain cognitive benefits from online gaming. Some of the cognitive benefits of online gaming includes improved Attention and Focus, Memory Enhancement, Problem-Solving Skills, Decision Making ability, Multitasking Abilities, Hand-Eye Coordination, etc.
- **Motivational benefits of online gaming:** these are the benefits purely related to motivation prospect of online gaming consumers. Some games puzzles, strategic games, and difficult games will help players to gain these benefits of online gaming. These benefits includes Goal Setting and Achievement, Competition and Rewards, resilience to face the failure, Building Confidence etc.
- **Social benefits:** these benefits are related to social benefits where players gain and learn these social skills by playing online games such as PUB-G, Ludo, and other interactive and team-based games. These benefits includes Social Interaction, Teamwork and Cooperation, Cross-Cultural Exchange, Community Building, Social Skills Development, Support Networks, Leadership Opportunities, etc.
- **Emotional Benefits of online gaming:** these benefits are purely related to mental health benefits where a person with stress and anxiety may feel better by playing online games which are designed for relaxation, playing online games distracts them for some time so that they can feel fresh and stress after playing online games for a while. These benefits includes Emotional Outlet, Distraction and Relaxation, Mood Elevation, Emotional Regulation, etc.
- **Monitory benefits:** commencement of e-sport industry and e-sport community online gaming now also gives monitory benefits by playing competitive tournament and online gaming leagues. Monitory benefits were there in online gaming from long time in gambling and betting related games like rummy circle, casinos and other betting related games, but often these kinds of games were often considered as unethical. But e-sport changes entire scenario where e-sport organization organize league and tournament with different MMORPGs which ethical too.
- **Other benefits:** now a days online gaming is providing career building opportunities where players can join e-sport clubs and competitive gaming teams to play league and tournaments, where they can win prize money which will distributed as salaries to team member. These teams also earn money with bend collaborations as professional gamers. Even YouTube streaming is also helping online

gamers to earn money as YouTuber and as professional gamer. Gamer can also design games which are more suitable for them as they are the testimonials of online gaming, they will be more aware about taste requirements of online gamers.

### **Profile of Teenagers and youth:**

#### **Teens:**

A teenager, or teen, is someone who is 13 to 18 years old. They can also be described with the term "adolescence". This age group people are usually highly active and are about to finish their childhood and enter into adulthood. This age group children can be found in their schooling, they are also highly interested in sports and gaming activities. This age group individuals will in their schooling and are highly dependent on parents for economic resources. In this stage, the brain still developing into a person's early or mid-20s. A person becomes a teenager when they become 13 years old. It ends when they become 18 years old. Teenagers who are between 13 and 17 years old are considered both children and teenagers in most countries. Teenagers who are 18 years old may be regarded as both teenagers and adults. According to national health mission India number of teenagers in India is currently 235 million, which is an opportunity for gaming companies which targets teenagers as potential consumers.

The life of a teenager can be subject to daily change. Constantly exposed to new ideas, social situations and people, teenagers work to develop their personalities and interests during this time of great change. Before their teenage years, these adolescents focused on school, play, and gaining approval from their parents. Because of their interest gaming and low self-control over their gaming participation this age group is targeted by gaming companies.

#### **Youth:**

Youth is the time of life when one is young. The word, youth, can also mean the time between childhood and adulthood (maturity), but it can also refer to one's peak, in terms of health or the period of life known as being a young adult. Youth is also defined as "the appearance, freshness, vigor, spirit, etc., characteristic of one, who is young". Its definitions of a specific age range varies, as youth is not defined chronologically as a stage that can be tied to specific age ranges; nor can its end point be linked to specific activities, such as taking unpaid work, or having sexual relations.

Youth is an exciting and transformative stage of life. It is characterized by physical, emotional, social, and cognitive growth, providing young individuals with opportunities for self-discovery, personal growth, and the development of their unique identities. With their boundless energy, enthusiasm, and zest for life, young people hold immense potential to shape their own destinies and contribute to the world around. According to Wikipedia 50% of Indians are below the age of 25-year-old. India has largest ever youth and adolescent population. It is estimated that among 422 million gaming consumers India, 42% online gaming consumers fall under the age group of 19 to 24 years old.

### **Review of literature:**

- 1. Mark D Griffiths, Zaheer Hussain, Sabine M. Grüsser, Ralf Thalemann, and Helena Cole (2011)** Conducted a study to have overview of massively multiplayer role-playing online game. 5 studies have been conducted where 5 studies shown that the Social aspects, social interaction are important for gamers this study found the role of gaming and social interaction where about 57% of samples responded that it is easy to converse online than offline. And in final study of 71 Gamers provided detailed descriptions of personal problems that had arisen due to playing MMORPGs.
- 2. Mark D. Griffiths, Mark N.O. Davies and Darren Chappell (2004)** conducted a research to understand the demographics, playing habits, and motivations of online game players who play the game Ever quest. The survey found that the majority of players were male, with a mean age of 27.9 years old. Social aspects of the game were the most important factor for many players, and a small minority appeared to play excessively and made sacrifices to play the game. The study provides valuable insights into the online gaming community and highlights potential areas of concern for individuals who may be negatively impacted by excessive game playing.
- 3. Feiyue li, Du Zhang, Suowei wu, Rui Zhou, Chaoqun Dong and Jingjing Zhang (2023),** conducted a This is qualitative study, to explore the positive effects of online games on college students' psychological demand and individuality growth. Data collected through semi structured interview from 20 students who play online game "Glory of Kings". Found 3 positive effects of online games: satisfying needs for personal growth, meeting the requirement of social life and promoting academic performance.

4. **Vidhya Lakshmi Narayanan, Manish Kharva and Riddhi Jain, (2023)** conducted a research study to gain a clear understanding on online gaming sector in India. In this study both primary and secondary data has been used, primary data is collected through structured questionnaires converted into google forms. Researcher has characterized and addressed various changes in society that have led to development of online gaming sector in India.
5. **Bren C. Bondo,** conducted a study which is aimed to assess the relationship to between the gaming addiction and studying skills habits of college going students. Descriptive research methodology is used. In this study data is collected from 115 samples. And found the students don't want to limit their gaming hours however they didn't necessarily neglected responsibilities in school. But it is suggested to continuously monitoring their academic results and involvement.
6. **Jayalakshmi G, Chidambaram R, Srikumar R, Vijay Kumar R and Naveen Kumar, (2017),** undertaken a research to study impact of online gaming addictions on physical and mental health of online gamers in you Pondicherry city. 172 out of 584 online gaming respondents in Pondicherry, India were found to be addicted. These addicted individuals experienced negative effects on their mental and physical health, reduced physical activity, and impaired social interactions.
7. **Yasmin Yusuf, ABD. Hamid ISA and Abdul Rahmat, (2020),** undertaken a research aimed to describe the impact of online gaming on the adolescents of garlando city. this is a quantitative research. Data is collected Using observation documentation and interview methods. From online gamers and their parents, the result found that online game has positive and negative impact on aspects like physical social and psychological behaviour with a wise use of games.
8. **Dympna O'Callaghan and John Faby (2002),** undertaken a research to analyse the connection between e-lifestyle and motives for playing online games in Korea. In this study the researcher has divided online gamer into 4 groups based on e-lifestyles as information seekers, electronic purchasers, members of the cyber-society and fun lovers. And researcher finds that e-lifestyle influences motives to use online games and that the type of online games played have an important effect on the relationship between e-lifestyle and motives use online games.
9. **Kwei- Fen Shieh and Ming- Sung Cheng (2007),** study is conducted study to test consumer behaviour model on Taiwan's adolescents engaging in online gaming. Data was collected from 211 online gamers. The major focus was on how the online gaming consumers transfer value of their experience and lifestyles to satisfaction. The result of study stated that two experiential value constructs and tow lifestyle constructs play major roles that affects satisfaction among adolescents and young adults in online gaming in Taiwan.



10. **Annette CERULL-HARMS (2020)**, conducted study to analyse the impact of loot box on consumer behaviour including problematic behaviour. The researcher has examined the regulatory landscape at both EU and national levels and presents recommendations for addressing any potential harm caused by loot boxes, particularly for minors. Researcher suggest to reframe debate around loot boxes from gambling consumer protection which would provide the EU with rang of tools to identify problematic practices and minimize potential harm.

### **Research methodology:**

**Research design:** This study used both exploratory research design in order to gain insights about the research topic, and descriptive research design for obtaining data and describe the data.

**Sampling:** Non-probability sampling method is used, where samples/respondents are selected with use of snowball sampling technique. Sampling size of this study is 100 respondents, these are the teenage gamers who are actively engaging themselves in online gaming.

**Data:** Both primary as well as secondary data is used for this study.

**Data collection:** Primary data is collected from respondents through questionnaires which are converted into google forms. Secondary data is collected from online published articles, and through websites.

### **Data analysis:**

The data is collected from 100 respondents who are between the age group of 13 to 24 year. In which 91 respondents are male respondents and 9 are female respondents. 14 out of 100 respondents were teenagers aged between 13 to 18 years old and rest of them were young people who are aged between 19 to 24 years old.

out of 100 respondents 41 respondents play online games for up to 1 hour, 18 of them play games for 1-2 hours and 41 respondents play online games for more than 2 hours per day. Out of 100 respondents, 55 respondents prefer PUB- G, 27 respondents prefer Free fire, 11 respondents use to play call of duty. And 7 members play other games which includes carom pool, rummy, GTA, etc.

out of 100 respondents, 41 respondents said that they are getting mental health benefits by playing online games such as stress reduction, relief from anxiety, 32 respondents said that they are getting social benefits from online gaming, about 20 respondents said that they are getting benefit of Learning/ cognitive and problem-solving skills. And 7 respondents stated that they are getting some other kind of benefits.



Among 100 respondents, 36 members stated that they have learned communication skills, 10 respondents stated that they got to learn multitasking skills, 16 respondents stated that they got to learn good memory power. 26 members of total respondents stated that they got to learn concentration skills and 22 members stated that they are not sure about the skills they learnt by playing online games.

Among 100 respondents, 53 respondents stated that online gaming improves teamwork and collaboration skills. 8 respondents opined that online gaming does not improve teamwork and collaboration skills, and 39 of respondents are not sure about it.

Out of 100 respondent, 7 respondents strongly disagreed, 4 respondents disagreed, 25 respondents were stated neutral, 44 respondents agreed and 20 respondents strongly agreed with the statement- online gaming helps improve strategic and critical thinking skills.

Out of 100 respondent, 5 respondents strongly disagreed, 12 respondents disagreed, 29 respondents were stated neutral, 43 respondents agreed and 11 respondents strongly agreed with the statement- about building career as professional gamers. Out of 100 respondent, 18 respondents strongly disagreed, 22 respondents disagreed, 25 respondents were stated neutral, 27 respondents agreed and 8 respondents strongly agreed with the statement- online gaming can be good source for earn money.

### **Hypothesis testing:**

#### **Hypothesis 01:**

H<sub>0</sub>: There is no significant relationship between age-group and gaining cognitive benefits by online gaming.

H<sub>1</sub>: There is significant relationship between age-group and gaining cognitive benefits by online gaming.

#### **Cognitive skills\* Age-group cross tabulation**

Options	Age-group		Total
	Teens	Youth	
Strongly disagree	2	6	8
Disagree	0	3	3
Neutral	3	22	25
Agree	8	36	44
Strongly agree	1	19	20
Total	14	86	100

### Chi-square tests

	Value	DF	ASYMP. SIG. (2-SIDED)
Pearson chi-square	3.360 <sup>a</sup>	4	.499
Likelihood ratio	3.984	4	.408
Linear-by-linear association	.677	1	.411
N of valid cases	100		

A. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .42.

**Interpretation:** from the table it is inferred that p value (0.499) is greater than 0.05 we accept null hypothesis ( $H_0$ ). There is no significant relationship between age group and gaining cognitive benefits by online gaming.

### Hypothesis 02:

$H_0$ : there is no significant relationship between age group and gaining monetary benefits by online gaming.

$H_1$ : there is significant relationship between age group and gaining monetary benefits by online gaming.

### Monitory benefits \* Age-group Cross Tabulation

Options	Age-group		Total
	Teens	Youth	
Strongly disagree	5	13	18
Disagree	0	22	22
Neutral	3	22	25
Agree	5	22	27
Strongly agree	1	7	8
Total	14	86	100

### Chi-square tests

	Value	DF	ASYMP. SIG. (2-SIDED)
Pearson chi-square	6.975 <sup>A</sup>	4	.137
Likelihood ratio	9.473	4	.050
Linear-by-linear association	.044	1	.834
N of valid cases	100		

A. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.12.

**Interpretation:** from the table it is inferred that p value (0.137) is greater than 0.05 we accept null hypothesis ( $H_0$ ). There is no significant relationship between age group and gaining monetary benefits by online gaming.

### Hypothesis 03:

$H_0$ : there is no significant relationship between age group and gaining social benefits by online gaming.

$H_1$ : there is significant relationship between age group and gaining social benefits by online gaming.

### Social benefits \* Age-group Cross Tabulation

	Age-group		Total
	Teens	Youth	
Yes	9	44	53
No	1	7	8
Not sure	4	35	39
Total	14	86	100

### Chi-square tests

	Value	DF	ASYMP. SIG. (2-SIDED)
Pearson chi-square	.860 <sup>a</sup>	2	.650
Likelihood ratio	.879	2	.644
Linear-by-linear association	.844	1	.358
N of valid cases	100		

A.1 cells (16.7%) have expected count less than 5.

The minimum expected count is 1.12.

**Interpretation:** from the table it is inferred that p value (0.650) is greater than 0.05 we accept null hypothesis ( $H_0$ ). There is no significant relationship between age group and gaining social benefits by online gaming.

### Findings:

- The study found that the majority of respondents are male i.e., 91% of total respondents and rest of respondents were female. Indicates that online gaming has more male consumers.
- study found that the people who belongs to age group of 19- 21 years old, are playing online games more than other age group people.
- The study found that majority i.e., 41% of online gaming consumers use to play online games for more than 2 hours a day, which indicates that teens and youth online gaming consumers are playing online games for long time.
- The study that majority of respondents i.e., 55% of total respondents are playing PUB-G and fallowed by 27% of total respondents who are playing Free-Fire which are belongs massively multiplayer online role- playing games. Which indicates that teens and youth online gaming consumers are very much attracted towards MMORP games.
- The study found that majority of the respondents i.e., 41% of total respondents opined that they are getting mental health benefits by playing online games.

- The study also found that respondents are learning/ developing skills by playing online game. Where 36% of total respondents stated that by playing online games their communication skills have improved.
- This study found that majority of respondents i.e., 53% of total respondents believed that playing online games improved their teamwork and collaboration skills. Which is one of the positive benefits of playing MMORP games.
- This study found that majority of respondents i.e., 44% of total respondents agreed that playing online games helps them in developing strategic and critical thinking skills.
- And 27% of total respondents also agreed that having online gaming leagues and tournaments as source for side income is good option. That indicates that online gaming has monetary benefits.

### **Suggestions:**

- As majority of respondents stated that online gaming has mental health benefits for them, online gaming companies should focus on stress reducing contents and other mental health related aspects to make gaming as a healthy habit.
- Majority of respondents opined that they are learning some kind skills by playing online games it is suggested to bring educational aspects into online games so that online gaming can add more value to its consumers.
- A minor portion of respondents also stated that they have made some money through online gaming leagues and tournaments, it would be great if online gaming companies introduce/ organise some online gaming tournaments and leagues to attract consumers.
- Majority portion of respondents also stated that, they play online games for more than 2 hours. Which can lead to problems such as blurred vision, and headache etc. So, it is suggested to add a warning system notification in game, so that players can stop playing after a certain time limit. And also involving in online gaming for long time can eventually leads to decrease in physical activity which cause problems in future.

## **Conclusion:**

This study on benefits of online gaming towards teenagers and youth, concludes that those teenagers and youth who are involving/actively playing online games are getting benefits which are majorly related to mental health benefits such as stress reduction, high concentration. And also, some social benefits such as engaging with friends and peer groups for longer period and learning some cognitive skills such as strategy and critical thinking skills, also some of the online gaming consumers stated that online gaming has helped them to learn communication skills.

Apart from mental health benefits, social benefits and learning from online gaming, there are some other aspects such as monetary benefits and career building opportunities can also be obtained as benefits of playing online games. In today's era where a YouTuber is earning huge through streaming online game streaming as a professional gamer can be a good career building option for online gaming consumers.

In conclusion even though online gaming has benefits for teenagers and youth, online gaming consumers should not cross their limits. It is very important to focus on other important aspects of life such as physical activities and academics. So, parents, guardians and teachers should guide and monitor online gaming consumers to use online games optimally.

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