A STUDY ON THE USERS' PREFERENCE AMONG THE ONLINE GAMES

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Abstract

A mobile game is a game played on a feature phone, smartphone/tablet, smart watch, portable media player. Current scenario online games became trends in everywhere. An online game is playing games with help of internet through mobile, laptop, play-station, etc. The online games are various types. They are action, adventure, arcade, board, casino, puzzle, racing, simulation, sports, etc.Purpose of this research is to know the better online games through the usersand also to know that reason for use the maximum. Regarding this study 150 respondents' data from various location such as urban and rural were collected. The best online games were found and ranking among them were done.

Keywords: Internet, Mobile, Online Games, Users preference

1. INTRODUCTION

Game is a one kind of activity. It helps for the people actively, relax themselves and also entertainment them. While playing games, it creates more happiness. It creates lot of skill to the people. For example team work, honestly, self-confident, etc. A game is ensuring the people live in full good healthy. There are two types of games is there. They are indoor and outdoor games. The Indoor games are games to play inside the house. For some indoor games is chess, Carom, etc. The outdoor games are games which are played outside the home or shelters. For some outdoor games is cricket, kabaadi, kho-kho, etc. The indoor games is mainly improve our mental strength and outdoor is focused our physical strength of the body.

Past 10 years mobiles games are influencing the all kind of people. It is create a distance between indoor, outdoor games with people. A mobile game is a game played on a feature phone, smartphone/tablet, smart watch, portable media player. Current scenario online games became trends in everywhere. An online game is playing games with help of internet through mobile, laptop, play-station, etc. The online games are various types. They are action, adventure, arcade, board, casino, puzzle, racing, simulation, sports, etc.

2. REVIEW OF LITERATURE

An online game refers to a game carried out within a computer network **(Whang, 2004**). An online game is generally considered to be a MUD (multi-user dimension, or multi-user dungeon) game. MUD games are roleplaying games set in a virtual world of 2-D or 3-D. When MUD games take place through an Internet network, this is referred to as a massive multi-player online roleplaying game (MMORPG). Within MMOPRG, by controlling diverse activities ranging from hunting, fighting, and combat, the game participants become game characters themselves. Since they can play games together without seeing or knowing each other in the online game world, they have a tendency to satisfy various human desires that they cannot pursue in the real world.

By now, the Internet has deeply infused into most aspects of our lives. Among them, social impact has been the focus of the Interest. By using the Internet, geographically distributed people can easily form a virtual community and dwell on it overcoming time and space barriers. Internet-assisted communication transforms conventional information systems into vast human interactive networks, and offers people opportunities to experience new forms of social contacts, without any real social presence **(King, 1996**). The significant difference between cyberspace relationships and ones maintained by other existing technologies, such as telephone, mail, and fax, is that the on-line interactivity enables people to express them in an unrestrained manner. This experience is so

stimulating, rewarding and reinforcing that some people find it hard to know when to stop (Young, 1996). Many researchers have focused on the negative aspects of the obsession. If the obsession of Internet usage interferes with the regular life of people, Young (1996) calls it Internet Addiction. The exotic characteristics of Internet communications that people hardly experience in the physical social environment are attractive enough to catch the eye of game players. Although computer games such as Solitaire and Minesweeper in the 1980s were not interactive nor played on-line, many researchers could observe the obsessive use of these games from some players. As the online games allow players to enjoy conversations with other players within the virtual space, more players tend to show excessive obsession with online games to the degree that obsessive playing is intensified. On the other hand, the nature of today's online games caters to a broader audience than the traditional interactive games in a short time. Therefore, online game world is not simply considered as a temporary medium for playing games, but as a social place where new types of human relations are formed. By focusing on psychological and technical aspects of online games, many online game-related research works have considered online games as public goods, not as commercial products.

Computer games as a leisure activity have become an ever-increasing part of many young people's day-to-day lives (**Griffiths & Davis, 2005**; **Durkin, 2006**). More recently, with the rapid diffusion of broadband Internet services and high-end graphic cards for computers and console systems, online video games – games played over certain online networks (primarily the Internet) – have become more popular and attractive than ever before (Sherry & Bowman, in press). According to a white paper from the Korea Game Industry Agency (2007), the world market for online video games increased from $ 2.1 billion in 2003 to $ 5.7 billion in 2006, representing a nearly three times market increase in less than half a decade. A recent AC Nielsen study reported that, of the 65 million active online gamers, over 15 million are over the age of 45 (as cited by **Gonsalves, 2006**), and over 64 percent – almost two-thirds – are female (as

cited by **Klepek, 2006**). The same report found that, of the leisure time available to adolescents (about 55 hours per week), nearly 25 percent of this time was spent with video games (as cited by **PRNewswire, 2006**). In short, online gaming has swiftly emerged as a popular and successful source of entertainment and play for people of all ages. The majority of video game research has focused on perceived negative effects of video game play due to the content of the games, as social scientists have focused their efforts on investigating the proposed relationship between violent content and aggressive outcomes **(Anderson & Bushman, 2001; Calvert & Tan, 1994; Jansz, 2005; Sherry, 2001**a). Although online games often contain similar acts of violence, recent anecdotal evidence has suggested another negative behavioral effect that these games may pose, that of addiction. The Washington Post reports that, in 2005, at least 10 people in Korea.

3. RESEARCH METHODOLOGY

Descriptive research design was followed for this study. In this research both data (primary & secondary) collection had been collected. Primary data was collected from various age group people through questionnaire. Respondents fill the questionnaire through Google forms and whatsapp. Secondary data were collected Journals, internet browsing, and websites. Convenience sampling technique was used for collecting primary data. The samples were collected from various background level people. Total 150 respondents have filled the questionnaire. The statistical tools used for this research – Tables and charts, percentage were done.

Objective of the study
1. To know the best online games through the users
2. To know the maximum system use for the playing online games through the users
3. To know which location users play the maximum utilisation
4. To know which age group people play most in online games

4. ANALYSIS &INTERPREATATION

The data were analysed using descriptive statistics. The research shows that 56% male and 44% female responded for this study. 60% respondents were in the age of 21 – 30. 57% respondents were lived in urban background, 43% respondents were rural background for this research. 51% respondents are Graduates. 83% respondents were single and 17% respondents were married. 72% of the respondents were living as a nuclear family. 61% of the respondents are students. 37% respondents are playing online games is more than offline games. 58% respondents are spending less than 1 hour for playing online games.

S. No	Particulars	No of Respondents	In percentage (%)
1	Mobiles	96	64
2	Computer	42	28
3	Play-station	12	8

Table – 02

Fig – 02

Reasons for playing Online Games

S. No	Particulars	No of respondents	In Percentage (%)
1	Relaxation	24	16
2	Entertainment	62	41
3	Increasing problem solving skills	22	15
4	Interesting team play with my friends	26	17
5	Others	18	12
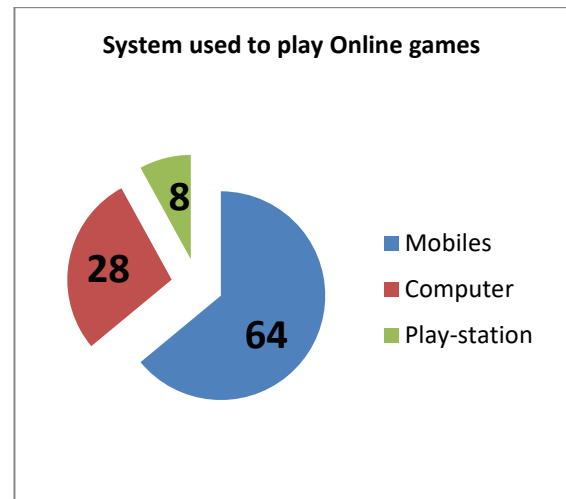
Table – 03

Type of Online Games plays the most

S. No	Particulars	No of Respondents	In percentage (%)
1	Shooting	25	16
2	Action	20	13
3	Simulation	23	16
4	Racing	40	26
5	Puzzle	42	29

Table -01

Fig – 01

Systems used to play online game

Fig – 03

Reasons for play particular system

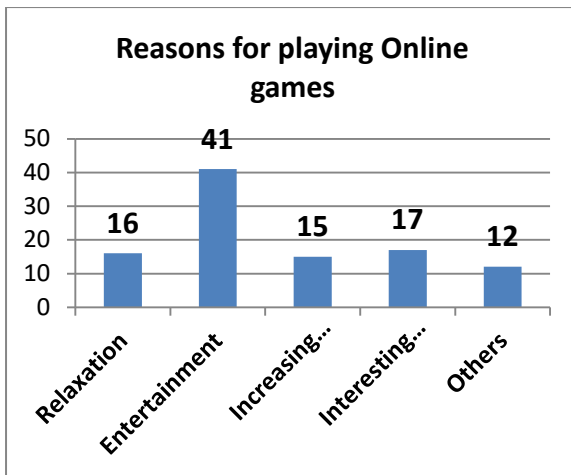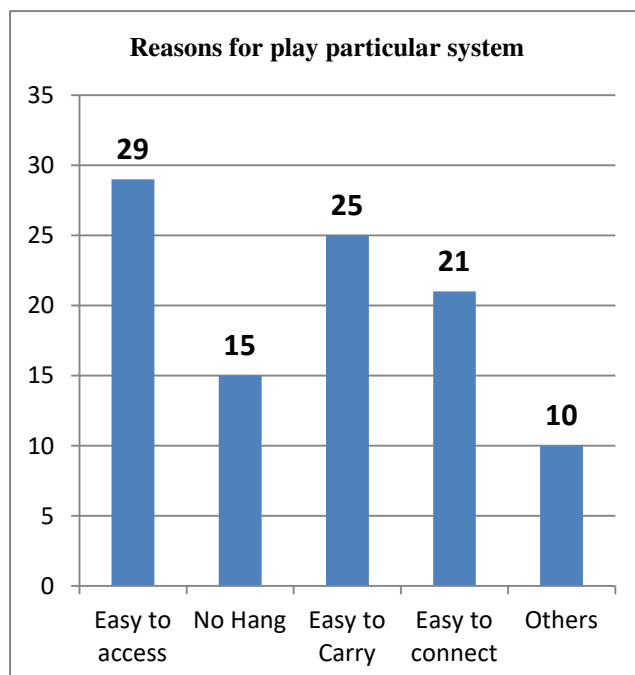| S. No	Particulars	No of respondents	In Percentage (%)
1	Easy to access	44	29
2	No Hang	22	15
3	Easy to carry	38	25
4	Easy to connect	31	21
5	Others	15	10

Table – 04

Fig – 04

5. CONCLUSION

This study explained about the users' preference among online games. Based on the comparison of various types of online games through the users and the customer point of you, most played online games is Puzzle and the reason for playing online games is entertainment and relaxation. Mostly these games are played by the urban background people. The users mostly prefer to play online games through mobiles phone, because it is easy to access and easy to carry anywhere.

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