

Volume 98: 2022
(New Series)
ISSN : 0972 - 0766



**JOURNAL
OF THE
ASIATIC SOCIETY OF MUMBAI**
(A UGC - CARE Listed Journal)

Editors
Parineeta Deshpande
Ambarish Khare

Published by
The Asiatic Society of Mumbai
Town Hall, Mumbai - 400 001,
Maharashtra State (India)
2022

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A STUDY ON CUSTOMER ATTITUDE TOWARDS THE EMERGING E-SPORTS INDUSTRY WITH SPECIAL REFERENCE TO DINDIGUL CITY

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ABSTRACT

The introduction of E- Sports and E- Games Industry is not known to many people. We all think that playing Video games or Online games will never help us with our career but that's not true. In India, Esports is an emerging & fast growing industry. This study mainly focus in the Youth group as many Esports industry rely on them. In this Online/ 5G era, this industry will only grow rapidly and many will shift their interest towards the E- Sports field.

Even the Central Government of India is also supporting this through the Electronic Sports Federation of India (ESFI), the E-sports Development Association of India (EDAI), and E-sports India (EI). But still it is not known to many people, recently its emerging as a sparkling light among the Youth groups after this pandemic as we all had our lives depending on the Smart Phones for any needs or wants. Hence, the researcher has made an attempt to study on customers attitude towards the Emerging

E- Sports Industry in India with special reference to Dindigul City. It is found that there is relationship between demographic factors age, income gender and customers attitude towards emerging esports industries. Hence the esports industries can give importance to demographic factors while introducing new products and implementing new features in existing products.

INTRODUCTION

India was placed 16th on the Forbes list, indicating that the E- Sports sector is worth billions of dollars. A decade earlier, India's internet gaming industry was underdeveloped, with just 45 developers. Today, the nation is home to approximately 450 game developers. Several industry heavyweights have previously invested in India's gaming business, including Tencent, Nazara, Paytm, and Alibaba. Today, India is globally known for esports and Garena Free Fire plays a significant role. Dota 2 is the first Esport game to have conquered the Indian market; it is a multiplayer online combat game in which two teams of five players each will compete. E-commerce platforms have played a significant role in the development of esports in India.

They ensure that gamers have access to the hardware and accessories required for the game. Online players demand high-performance gaming equipment and tools. The manufacturers of such gaming accoutrements guarantee that demand is fulfilled while maintaining affordability and accessibility. Amazon and Flipkart guarantee that gaming accessories are readily accessible and reasonably priced. The Indian esports athletes will compete in multiple tournaments in March and April to decide who represents India at the Asian Games in September. So, I have done customer perception towards the Emerging E- Sports Industry in India during Covid-19 pandemic with special reference to Dindigul City. This will help us to encourage the awareness and usage about E-Sports and to make our nation pride. The research gap is about finding the usage and awareness among E-Games after Pandemic. E-Sports (also known as electronic sports) is emerging as one of the most attractive competitions