

# People's Perception And Attitude Towards Using Dream 11 App

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## I. INTRODUCTION

Dream11 is India's biggest Sports Game with an exponentially growing user base of over 2 crore sports fans. Dream11 is played by using your sport knowledge and skill. You can pick your own team made up of real players for Cricket, Football, Kabaddi & NBA. Create your team within a maximum budget of 100 credits. Your team earns points based on your chosen players' performance in the real-life matches. It's time to showcase your skill and go for glory! Dream11 is India's biggest Sports Game with an exponentially growing user base of over 2 crores sports fans. Dream11 is played by using your sport knowledge and skill. You can pick your own team made up of real players for Cricket, Football, and Kabaddi & NBA. Create your team within a maximum budget of 100 credits. Your team earns points based on your chosen players' performance in the real-life matches. It's time to showcase your skill and go for glory! Dream11 was cofounded by Harsh Jain and Bhavith Sheth in 2008. In 2012, they introduced freemium fantasy sports in India for cricket fans. In 2014, the company reported 1 million registered users, which grew to 2 million in 2016 and to 45 million in 2018. It is a member of the Fantasy Sports Trade Association (FSTA) and is the founding member of the Indian Federation of Sports Gaming (IFSG). Dream11 is a Series D funded company with Tencent leading the latest round. In April 2019, Steady view Capital completed secondary investment in Dream11.

## STATEMENT OF THE PROBLEM

The supreme court of India is due to rule on this matter, and the decision has been postponed at least twice. This case is important to companies like dream11 as they argue that building a fantasy league is a game of skill. Therefore, it is legal for players to win money and should not be considered betting. Dream11 takes great care to comply with all central and state legislation in India to ensure that our users are fully protected. Every contest on our platform is carefully designed to comply with applicable statutes and regulations in India. Below are the key points from an Indian High Court's judgement specifically regarding Dream11's game. A challenge to this judgement was also dismissed by the Supreme Court of India.

## OBJECTIVES OF THE STUDY

- To know the awareness of people about dream 11 app.
- To analyze the satisfaction level of people towards usage dreams 11app.
- To study the impact of people winning (or) losing money.

## II. REVIEW OF LITERATURE

**Agam Gupta (2022)** in their article entitled that Daily fantasy sports platforms allow users to compete with one another by creating their own teams within some constraints, using their knowledge or intuition about the performance of players in real life. Since players' actual performance on the match day is uncertain, emerging as a winner in such contests combines skill and chance.

**Julie Roellet (2022)** in this study Imagine you are managing a football team and have a fixed budget for salaries. Which players should you draft for your team? We investigated this question using the wealth of data available from fantasy premier league football (soccer).

**Daniel Getty (2018)** has examined Fantasy sports have experienced a surge in popularity in the past decade. One of the consequences of this recent rapid growth is increased scrutiny surrounding the legal aspects of the games, which typically hinge on the relative roles of skill and chance in the outcome of a competition.

**Fangfang Tan (2013)** "We study the impact of progress feedback on players' performance in multi-battle team contests, in which team members' efforts are not directly substitutable. In particular, we employ a real-effort laboratory experiment to understand, in a best-of-three-contest setting, how players' strategic mindsets change when they compete on a team compared to when they compete individually".

**Breat A Evans (2018)** in their Article In our study, the first thorough examination of Daily Fantasy Basketball, we show that DFB is a game in which skill is necessary for success. Using econometric analysis, we find that winning participants utilize different strategies than losing participants.

## SCOPE OF THE STUDY

This study helps the candidates to know about the dream 11 app and its influencing factors. This study will help the company to know about the people usage of dream 11 app. This study will help the company know about the people's perception and attitude towards the dream 11 application. This study helps the company in decision making process and improvement on the development of the application.

## SAMPLE SIZE

In this study, the sample size is limited to 122.

## AREA OF STUDY

The study has been conducted in Coimbatore.

## PERIOD OF STUDY

This study is confined among the limited period of 3 months January to March.

## DATA COLLECTION

### Primary data

Primary data can be defined as the data's collected from the source where the originally originates from and used for the research. This research contains the primary data where the questionnaire is collected from various areas of Coimbatore from the individuals.

### Secondary data

Secondary data are defined as the data's which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected. This research also contains the secondary data as the second chapter deals with review of literature.

## LIMITATIONS OF THE STUDY

- The study is confined to a particular geographical area.
- As the time is limited, convenient sampling technique is used to select the respondents
- Since the sample size is small the conclusions may not reflect the opinions of the consumers in the universe.

## III. DATA ANALYSIS

Factor	Options	No. of respondents	Percentage
Gender	Male	68	55.7
	Female	54	44.3
Age	Below 20 years	43	35.2
	21-30	58	47.5
	31-40	18	14.8
	Above 40 years	03	2.5
Educational Qualification	School	06	4.9
	UG	76	62.3
	PG	29	23.8
	Others	11	9
Marital status	Married	24	19.7
	Unmarried	98	80.3
Occupation	Student	61	50
	Private employee	18	14.8
	Government employee	21	17.2
	Profession	22	18
	Others	0	0
Income	Below 20,000	54	44.3
	20,000-40,000	44	36.1
	40,000-60,000	16	13.1
	Above 60,000	08	6.6
Residence	Urban	54	44.3
	Semi-urban	45	36.9
	Rural	23	18.9
Period of playing	Very often	21	17.2
	Often	45	36.9
	Rarely	42	34.4
	Never	14	11.5
Heard about dream 11	Yes	84	68.9
	No	38	31.1
Source of dream 11	Television ad	20	16.4
	Friends	60	49.2
	Internet/Social media	39	32
	News paper	03	2.5

## INTERPRETATION

The above table shows that out of selected respondents, 55.7 % of the respondents are belongs to Male category and 44.3 % of the respondents are belongs to Female category. The table reveals majority of the peoples are belongs to Male category.

## IV. FINDINGS

1. Majority of the peoples are belongs to Male category.
2. Most of the peoples are belongs to age between 21-30 category.
3. Majority of the peoples are belongs to UG category.
4. Most of the peoples are belongs to unmarried category.
5. Majority of the peoples are belongs to student category.
6. Majority of the peoples are belongs below 20,000 category.
7. Most of the peoples are belongs to urban category.
8. Most of the peoples are belongs to often category.
9. Most of the peoples are belongs to Yes category.
10. Most of the peoples are belongs to friends category.

## V. SUGGESTIONS

1. According to my survey, majority of the users shows no interest towards Dream 11 app since there is no any proof for withdrawal of money earned. So the company or the management should look over to upload a demo video or procedures for withdrawal of money earned in order to increase the number of users.
2. Try to create more creativity in advertisements in order to make awareness about the usage and proofs for withdrawals in order to increase more users as well as to increase profit of the company.
3. From the survey it is clear that majority of people face various kinds of difficulties in using Dream 11 app such as network issues in withdrawals, Discount of money earned in Dream 11 app while withdrawal, removal of slab amount for withdrawing the amount earned. Thus Company should not have a common Positioning for all targeted users. The companies should try to focus on a target group by focusing on various characteristics that affect their Name and fame of the company.

## VI. CONCLUSION

This project helps the researcher to know about the perception of people's and their satisfaction level towards usage dream 11 gaming app . The dream11 app is known for itsself placed online gaming experience by enabling the people crack down the difficult concepts. The app uses a host of

modern techniques like playing a game in online, visual graphics ,video games- based instructions, etc, to provide a good online gaming experience .These innovations are provides a time pass for the people to play a online fantasy game within the place they live and enable them to make a earning sometimes. From the study it is clear that the majority of the subscribers are Male. Most of them are satisfied with the entertainment provided by app, visual graphics of online games and a betting matches. They are also satisfied with the gaming features provided by the dream 11 app. Dream 11 app is very useful for playing online games like cricket, football, basket ball and so on but for the sometime they get addicted to the online games that they have played regularly. From this project it is identified that, most of the people are satisfied with the subscription of online gaming app and agreed that the app is mostly used for online fantasy games whenever they get bored.

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