

INTRODUCTION AND DESIGN OF THE STUDY

1.1 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 Bhavit 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.

Apart from Steady view, Dream11's investors included Kalaari Capital, Think Investments, Multiples Equity and Tencent. In June 2018, Dream11 reported that it has 4 million users, up from 2 million users in 2017. The company also made to the list and ranked 9 among India's Great Mid-Size Workplaces - 2018. Dream11 was also recognised as one of the top 10 innovative companies in India by Fast Company in 2019. In March 2019, The Board of Control for Cricket in India (BCCI), announced Dream11 as the Official Partner for the VIVO Indian Premier League. The four year exclusive partnership started with IPL 2019 season. Additionally, the 'Official Fantasy Game' of IPL will also be powered by Dream11. In 2018, Dream11 announced its partnership with ICC (International Cricket Council), Pro

Kabaddi League, International Hockey Federation (FIH), WBBL and BBL. In 2018, through the above partnership, Dream11 introduced two new games on their platform viz., Kabaddi and Hockey.

In 2017, the company partnered with three leagues within cricket, football and basketball. Dream11 became the Official Fantasy Partner for Hero Caribbean Premier League, Hero Indian Super League and National Basketball Association (NBA). Later in the year, they partnered with the Hero Indian Super League as their Official Fantasy Football Partner. In November 2017, US professional basketball league National Basketball Association (NBA), launched a fantasy basketball game in association with Dream11 and launched their official NBA fantasy game on their platform. Dream11 provides a fantasy gaming platform for multiple sports such as cricket, football, basketball, kabaddi and hockey.

It is an online game where users create a virtual team of real-life players and earn points based on the performances of these players in real matches. A user who scores the maximum points in his joined contest attains the first rank on the leader-board. Dream11 offers free and paid contests. A user has to pay a certain fee to join a contest and can win real cash. To participate in a Dream11 game, a user must be at least 18 years old. Ranging from spider cams, cheer leaders, and LED bails, and the game of Cricket has become a larger spectacle in the last ten years than it has ever been in its long history.

With the advent of shorter formats of the game, yearlong cricketing seasons and the rising of popularity of women's cricket, the game's reach among players and the fans is now unprecedented. Last decade also saw the rise of fantasy sports in India. In a country where cricket is considered as a religion by millions of people, choosing virtual team of real cricket players and scoring points depending on how those players performed in real life matches naturally became a huge draw. According to KPMG, the online gaming industry in India is expected to generate a revenue of INR 11,900 Cr by financial year 2023 and the app that combined fantasy gaming with cricket to catalyse this growth was Dream11.

Dream11 users pay an entry fee to participate in paid contests and the company makes its money by charging a platform fee from the total pool collected. It took the company three years to hit its first million gamers mark but after that crossed 3 Million users in less than two

months in 2016. Today, Dream11 boasts of 50 Million users and sports-related websites regularly cover the corresponding fantasy game predictions as they would cover actual cricket matches. The company closed a mammoth \$100 Million round of funding in September last year and is close to becoming India's first gaming unicorn, according to Inc42 Data Labs.

The success has not only brought in a slew of copycat apps but also earned it the moniker of "overnight success". No wonder, its cofounder and COO, Bhavit Sheth, is fond of saying that "It takes 10 years to build an overnight success." On Sunday, 26th February 2019, India lost its second T20 cricket match to Australia and irrespective of the result what was again at display were the millions of online streamers in India watching the game on home grown streaming platform Hotstar. It was yet another example of the growing digital narrative of a sport that is considered as a religion by millions of people in the second most populated country in the world.

Dream 11 have every single thing in the app segmented and run on different systems like creating teams, choosing the match, schedules, and payments. Dream 11 have broken features down in such a way that if one system goes down, the app is still functioning. Dream11 itself is now 11 years-old and people still think we are an overnight success. One of the lines we like saying is that it takes 10 years to build an overnight success. One of the things Dream 11 implemented with the help of insights gotten from the data is when we introduced a loyalty program for some of the users who have been playing repeatedly on the platform. A user, after playing a certain number of games, unlocked certain bonuses and rewards like match tickets. Combined users from Tier 2, Tier 3 and Tier 4 are much higher than Tier 1 because when Dream 11 grew from 300K to 10 Million and so on, the last few growth spurts have come from the lower tier cities like Lucknow, Kanpur, Amritsar, Chandigarh, Jaipur etc. Thus the ultimate goal of goal of Dream 11 is providing the best sports gaming experience to the users. Dream 11 will keep doing what they do best, keeping the focus and continuing to deliver the best service to +5 Cr users.

1.2 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.

1.3 STATEMENT OF 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.

- The Court, in its ruling, stated that playing the Dream11 game involves considerable skill, judgement and discretion and that success on Dream11 arises out of users' exercise, superior knowledge, judgment and attention
- The Court also held that 'the element of skill' had a predominant influence on the outcome of the Dream11 game, which follows the following format:
 - o Participants have to choose a team consisting of at least the same no. of players as playing in a real-life sports team (e.g. 5 in basketball, 7 in kabaddi and 11 in cricket/football)
 - o All contests are run for at least the duration of one full sports match
 - o No team changes are allowed by participants after the start of the sports matchOn this basis, the Court adjudged that playing on Dream11 constitutes a 'game of mere skill', which makes the Dream11 game exempt from the provisions of the Public Gambling Act, 1867 (PGA).
- Finally, the Court held that the Dream11 is a legitimate business activity protected under Article 19(1)(g) of the Constitution of India.

1.4 OBJECTIVES OF THE STUDY:

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

1.5 RESEARCH METHODOLOGY:

RESEARCH DESIGN

A research design is the arrangement of condition for assortment and inquiry of data in a manner that aims to combine relevance to the research problem with economies in a procedure .I have used descriptive research design for my research. Descriptive research includes surveys and fact findings enquiries of different kinds. It basically gives a description of the state as it exists at present. A researcher has no control over the variables so they can only report what has happened and what is happening.

It is also called as Ex-post Factor research. We can use survey method for this purpose.

AREA OF STUDY:

The study has been conducted in Coimbatore.

SOURCE OF DATA

A research design is one, which simplifies the framework of plan for the study and adds itself in the quick collection and analysis of data. It is a blue print that has been filled in completing the study.

Data sources are;

- Primary data
- Secondary data

Primary data

The primary data are those which are collected fresh for the first time and thus happen to be original in character. In other words, it is obtained by design to fulfill the data are original in aspect and are also generated in a large number of surveys conducted mostly by

government and also by institution and research bodies. The primary data was collected through questionnaire in order to collect first-hand information

Secondary data

The Secondary data are those which have already been collected for some purpose other than the problem in hand and passed through the statistical process.

Secondary data has been collected through various sources:

- Websites
- Magazines
- Articles
- Newspaper

Sampling techniques

Sample technique refers to the approach or procedure that would adopt in selecting items for the sample. I have used convenient sampling for my research. Convenient sampling is used to choose the fraction of population, which has to be investigated according to his/ her own convenience.

Sample Size

Sample size refers to the number of respondents. To get a clear view I have conducted My study on 123 respondents.

Statistical tools

Percentage analysis is used as tool for this study.

1.6 LIMITATIONS OF THE STUDY

A research study is never perfect .There is always some scope of improvement in the study in the future. Thus it becomes important to critically evaluate the result and the whole study .The present study has certain limitations that need to be taken into account when considering the study and its contributions.

- 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.

1.7 CHAPTER SCHEME

CHAPTER 1- INTRODUCTION

CHAPTER 2- REVIEW OF LITERATURE

CHAPTER 3- PROFILE OF STUDY

CHAPTER 4- DATA ANALYSIS AND INTERPRETATION

CHAPTER 5- CONCLUSION

CHAPTER II

REVIEW OF LITERATURE

INTRODUCTION

Many studies have examined the factors that lead people to adopt and use the online gambling apps. Now social networking sites have become a fashion among all age group of people. In this chapter, an attempt has been made to review the result of studies on dream 11 app. It is found from review that many studies have been carried out in foreign countries.

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.

Braden Norris (2021)“Usually, fantasy sports leagues consist of a finite number of players for the entirety of the season. Participants will choose athletes from whatever league or sport in which they are playing fantasy. The participants then keep their selected players on their team and act in roles such as owners, general managers, and coaches, making decisions such as who to start/bench, trades, and team names”.

John SWSpinda (2016)Fantasy sports repurpose athletic competition through the compiled statistics of daily and weekly games during a season that are translated into a game format.

Adithya Deshbandhu (2019) Fantasy sport has risen in popularity in the last decade with the advent of web 2.0. As people from around the world watch sporting events today, the internet has become an ideal site to instantly disseminate results and achievements for avid fans and followers.

Cody Havard (2016) Dream 11 plays an important part in fan consumption of sport. It allows a fan to cheer for, and sometimes against teams, it can add to the excitement of watching a favorite team play, and even play a role in a person deciding how they want to consume their favorite team.

Satyam Mukherjee (2022) The research demonstrates the significance and power of prior relations among members of the competing teams in predicting the outcome of a contest.

CHAPTER III

A PROFILE OF THE STUDY

3.1 INTRODUCTION

Dream11 was co-founded by Harsh Jain (son of Indian businessman Anand Jain) and Bhavit 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. Dream11 is a Game of Skill where you create a team of real players for an upcoming match and compete with other fans for big prizes.

Dream11 - Startup Challenges

Being India's number one online gaming platform did not come without hurdles. First of them was the legal challenges, particularly because of its similarity to gambling, which is largely illegal in India. This made the company go through court allegations but the judiciary ruled that fantasy gaming is a game of skills rather than chances or probabilities. The industry, though growing at an ever-increasing speed, is at a self-regulatory phase.

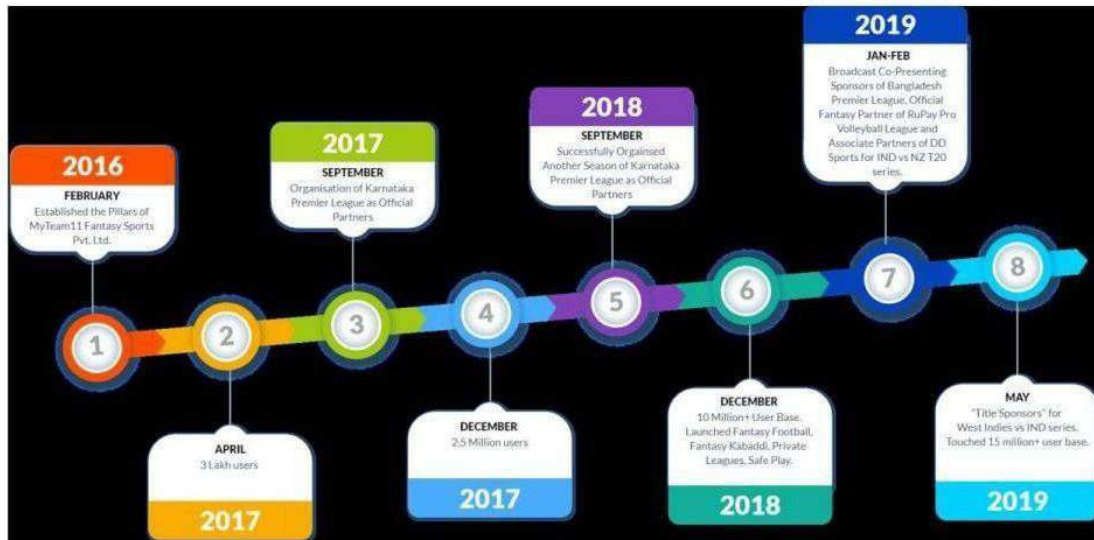
It didn't have a lot of money at first. Dream11 began its fantasy sports business with only a few thousand dollars, but it quickly expanded and required a series of angel investor investments. The amount of money needed to run the company was extremely high. But, thanks to their negotiating abilities, they were able to find some decent investment opportunities and are almost done.

Growth

The Dream 11 worth has currently been estimated at around \$8 bn, which was confirmed after the recent funding round worth \$840 mn on November 24, 2021. It has raised \$400 million in the previous fundraising round of March 24, 2021, which shot the total valuation of the company to \$5 billion. The company has almost doubled its valuation within just 6 months, according to March reports. Dream11 is hailed as the highest valued startup in the online and fantasy gaming space in India.

The company reported around 75 million users before the pandemic broke out. The pandemic struck Dream11 hard, which resulted in canceled matches and dropping revenues.

However, the situation bettered since July 2020, and the revenues started coming again. The company registered 100 million users in 2020.



Turnover/profit

Dream11 has raised 9 rounds of funding to date to mop up close to \$1.62 billion, as of November 25, 2021. The last funding round that Dream11 has seen, was led by Falcon Edge, DST Global, D1 Capital, Tiger Global, and Redbird Capital, along with participation from TPG and Footpath Ventures. Coming in on November 24, 2021, this funding round helped it raise around \$840 mn. Dream11 has notably raised fundings from numerous biggies amongst the investors including the Chinese giant, Tencent, which poured in \$100 mn worth of funds via a Series D funding round of September 2018. Tencent Holdings, a Chinese multinational investment company had previously infused funding capital for many of the Indian startups including Practo, Hike, Flipkart, Ola, Gaana music app and content aggregator Newsdog.

The company joined the Indian unicorn club in April 2019 with an investment from Steadview Capital. Dream11 is backed by huge firms like Kalaari Capital, Chinese internet giant Tencent, Think Investments and Multiples Equity.

3.2 COMPETITORS

1.11WICKETS.COM



11Wickets is India's fastest growing fantasy sports website, developed for sports fans, in particular for the cricket & football fans of India! We trust that winning cash prizes is an enormous reason to play fantasy sports in India, but it is not the only reason. Fantasy is fun as it doubles the excitement of watching a match. Founded in 2018, 11Wickets' mission is to offer fun and be India's most trusted fantasy sports platform, and we are just at the start of our wonderful journey. 11Wickets is owned and operated by Ability Games Pvt. Ltd. 11Wickets is constantly improving the quality of the offerings and the range of services, which has resulted in 11Wickets evolving into a well-known brand in a short time-span.

2. MY 11 CIRCLE



Owned and operated by Play Games24x7 Pvt. Ltd., My11Circle is an online fantasy game designed for the fans who like to showcase their cricket knowledge and analytical skills. Here, you don a selector's hat and create a playing XI of your choice – a set of players you think will keep the scorers busy and spectators on the edge of their seats. Here, you trust your skills and create your own fortune – all with the help of on-field players you placed your trust in. You aren't a mere spectator anymore. You get to be the manager of your team. My11Circle is managed by a professional management team with several years of experience in the online games industry.

PRICING

- 1 .Different Contests are available to join with the starting price of Rs.10 and the maximum amount goes to Rs.5750.
2. Dream11 also offers some cash bonus and discount on some contests for a certain period as a promotion.
3. They charge a platform fee of 12-15% on each contest . Eg. On a head to head contest of Rs. 876 , the winner gets Rs.1500
4. There are many competitors in the market and the promotions are being done with many brand ambassadors.

3.3 Problem and issues

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.

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- Finally, the Court held that the Dream11 is a legitimate business activity protected under Article 19(1)(g) of the Constitution of India.

CHAPTER-IV

DATA ANALYSIS AND INTERPRETATION:

The Chapter Deals with the Analysis and Interpretation on the “**PEOPLE PERCEPTION AND ATTITUDE TOWARDS USING DREAM 11 APP**”. The data collected from the samples have systematically applied and presented in the table under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretation for the same. The following are the statistical tool and techniques were used for analysis of the collected.

4.1 Simple Percentage Analysis:

Table 4.1.1. Shows the Gender of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Male	68	55.7%
2	Female	54	44.3%
	TOTAL	122	100%

Source: Primary data

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.

Chart 4.1.1. Shows the Gender of the respondents

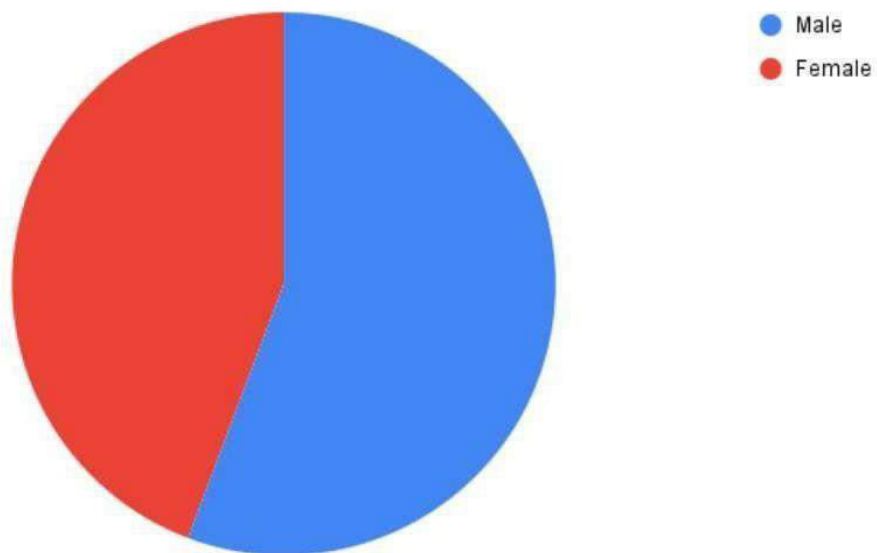


Table 4.1.2. Shows the Age of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Below 20 years	43	35.2%
2	21-30	58	47.5%
3	31-40	18	14.8%
4	Above 40 years	03	2.5%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 47.5% of the respondents are belongs to age between 21-30 category, 35.2% of the respondents are belongs to age below 20 years category, 14.8 % of the respondents are belongs to age between 31-40 category and 2.5 % of the respondents are belongs to age above 40 years. The table reveals most of the peoples are belongs to age between 21-30 category.

Chart 4.1.2. Shows the Age of the respondents

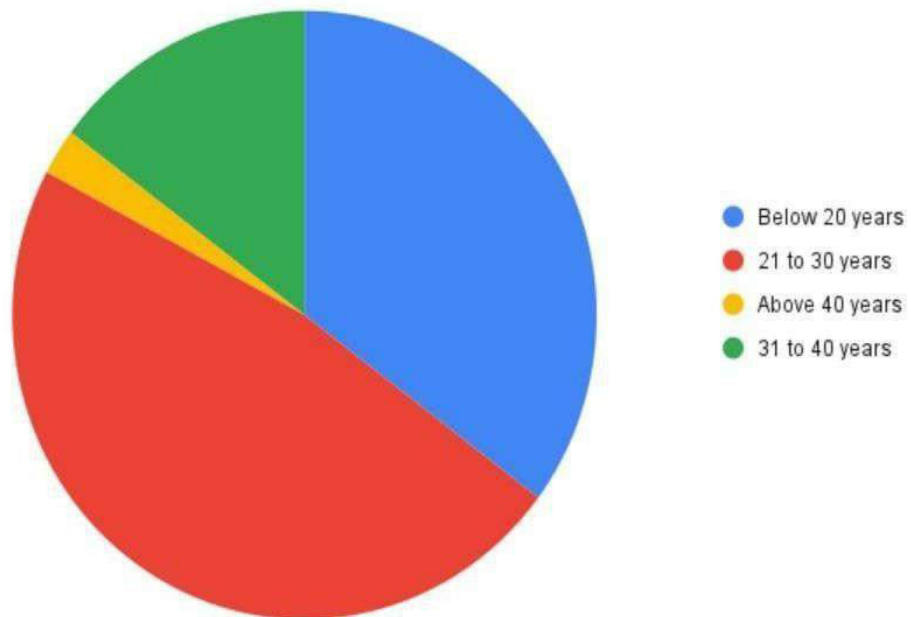


Table 4.1.3. Shows the Educational qualification of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	School	06	4.9%
2	UG	76	62.3%
3	PG	29	23.8%
4	Others	11	9%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 62.3% of the respondents are belongs to UG category, 23.8% of the respondents are belongs to PG category, 9% of the respondents are belongs to others category and 4.9% of the respondents are belongs to School category. The table reveals majority of the peoples are belongs to UG category.

Chart 4.1.3. Shows the Educational qualification of the respondents



Table 4.1.4. Shows the Marital status of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Married	24	19.7%
2	Unmarried	98	80.3%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 80.3% of the respondents are belongs to unmarried category and 19.7% of the respondents are belongs to married category.

The table reveals most of the peoples are belongs to unmarried category.

Chart 4.1.4. Shows the Marital status of the respondents

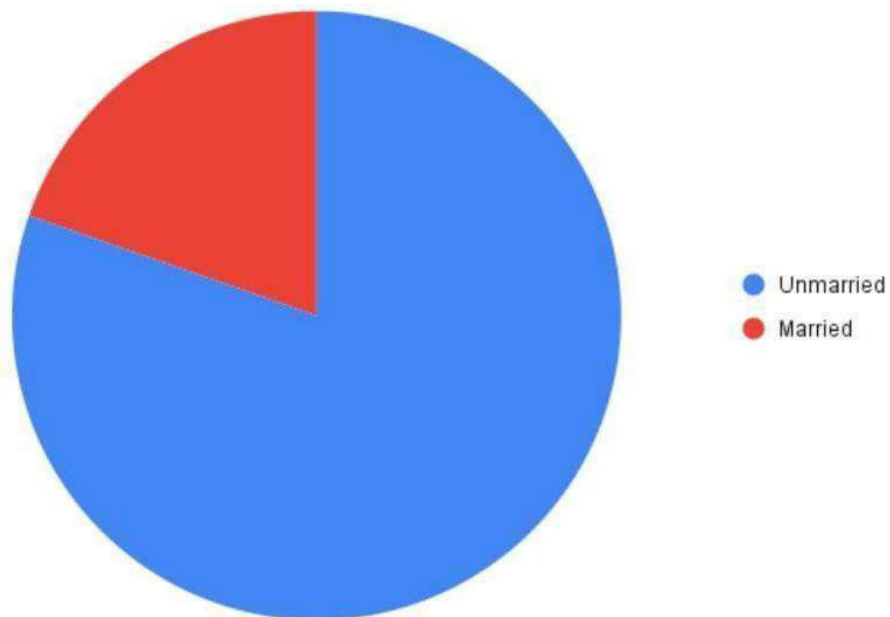


Table 4.1.5. Shows the Occupation of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Student	61	50%
2	Private employee	18	14.8%
3	Government employee	21	17.2%
4	Profession	22	18%
5	Others	0	0
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 50% of the respondents are belongs to student category, 18% of the respondents are belongs to profession category, 17.2% of the respondents are belongs to government employee category and 14.8% of the respondents are belongs to private employee category. The table reveals majority of the peoples are belongs to student category.

Chart 4.1.5. Shows the Occupation of the Respondents

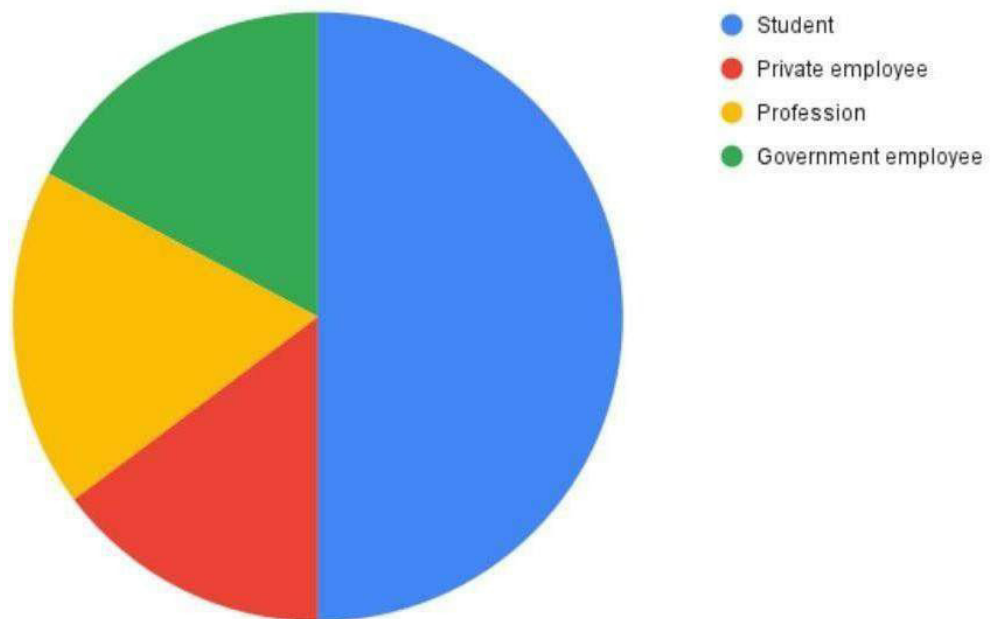


Table 4.1.6. Shows the Income per month of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Below 20,000	54	44.3%
2	20,000-40,000	44	36.1%
3	40,000-60,000	16	13.1%
4	Above 60,000	08	6.6%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 44.3% of the respondents are belongs to below 20,000 category, 36.1% of the respondents are belongs to 20,000-40,000 category, 13.1% of the respondents are belongs to 40,000-60,000 category and 6.6% of the respondents are belongs to above 60,000 category. The table reveals majority of the peoples are belongs below 20,000 category.

Chart 4.1.6. Shows the Income per month of

the Respondents

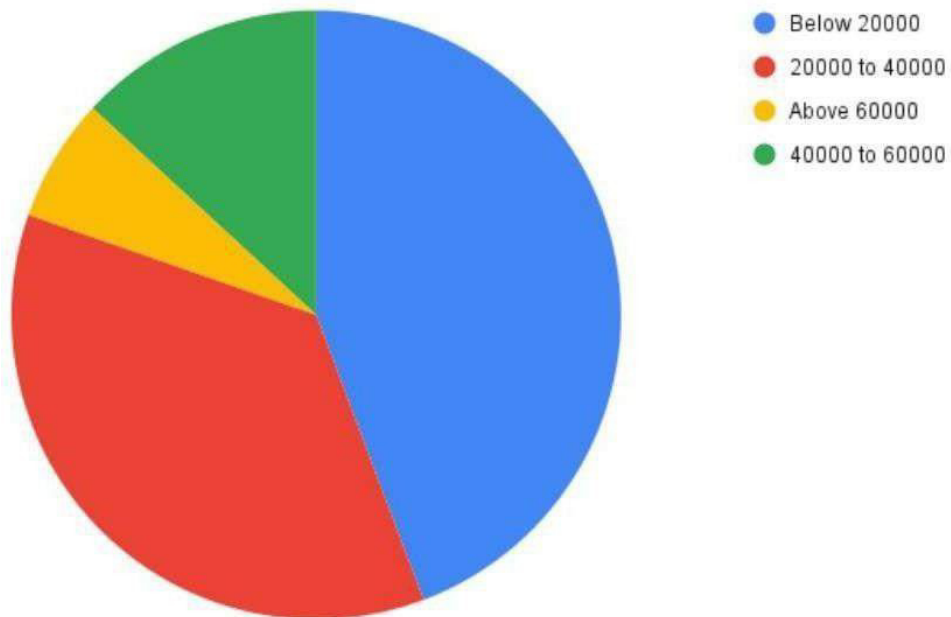


Table 4.1.7. Shows the Residence of the Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Urban	54	44.3%
2	Semi-urban	45	36.9%
3	Rural	23	18.9%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 44.3% of the respondents are belongs to urban category, 36.9% of the respondents are belongs to semi-urban category and 18.9% of the respondents are belongs to rural category. The table reveals most of the peoples are belongs to urban category.

Chart 4.1.7. Shows the Residence of the Respondents

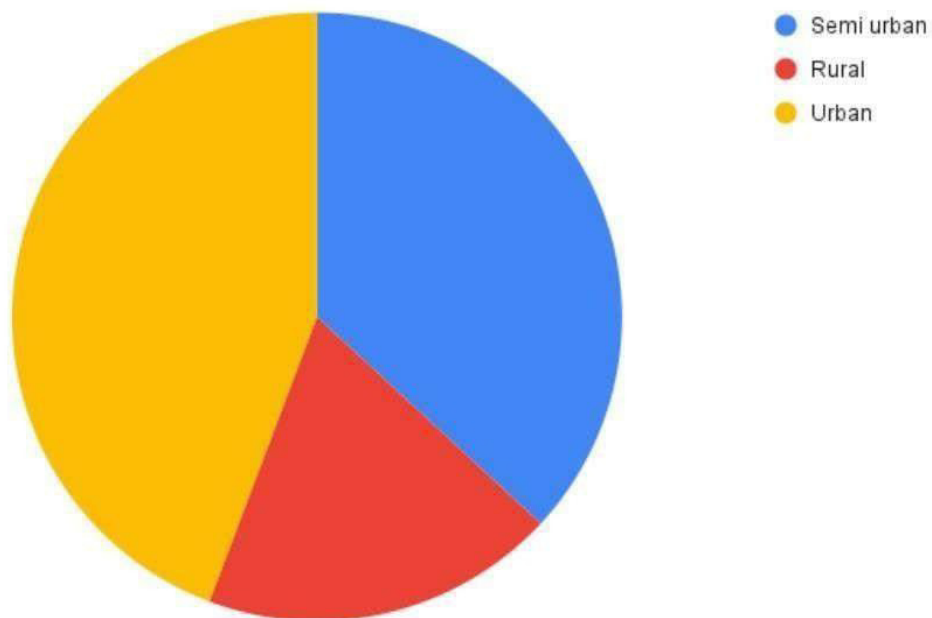


Table 4.1.8. Shows that how often did they play the online fantasy games

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Very often	21	17.2%
2	Often	45	36.9%
3	Rarely	42	34.4%
4	Never	14	11.5%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 36.9% of the respondents are belongs to often category, 34.4% of the respondents are belongs to rarely category, 17.2% of the respondents are belongs to very often category and 11.5% of the respondents are belongs to never category. The table reveals most of the peoples are belongs to often category.

Chart 4.1.8. Shows that how often did they play the online fantasy games

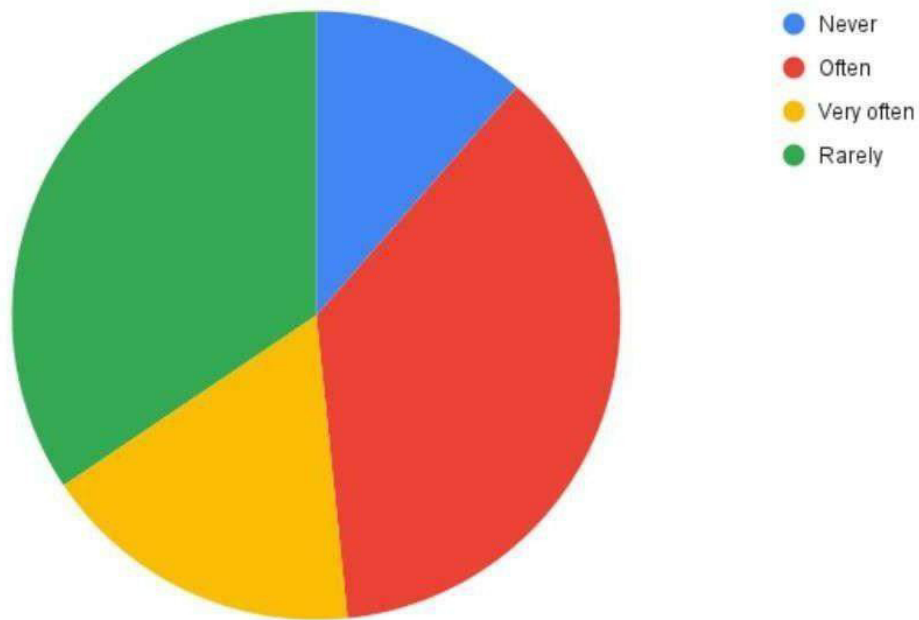


Table 4.1.9. Shows that have they heard about dream 11

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Yes	84	68.9%
2	No	38	31.1%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 68.9% of the respondents are belongs to yes category and 31.1% of the respondents are belongs to No category. The table reveals most of the peoples are belongs to Yes category.

Chart 4.1.9. Shows that have they heard about dream 11

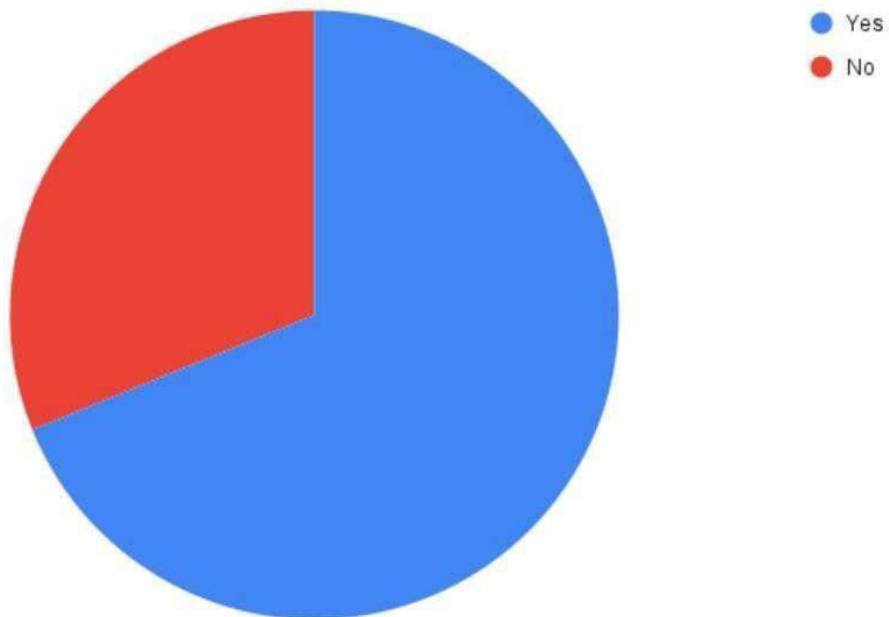


Table 4.1.10. Shows that If yes, how did they come to know about dream 11

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Television ad	20	16.4%
2	Friends	60	49.2%
3	Internet/Social media	39	32%
4	News paper	03	2.5%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 49.2% of the respondents are belongs to friends category, 32% of the respondents are belongs to Internet/Social media category, 16.4% of the respondents are belongs to Television ad category and 2.5% of the respondents are belongs to newspaper category. The table reveals most of the peoples are belongs to friends category.

Chart 4.1.10. Shows that If yes, how did they come to know about dream 11

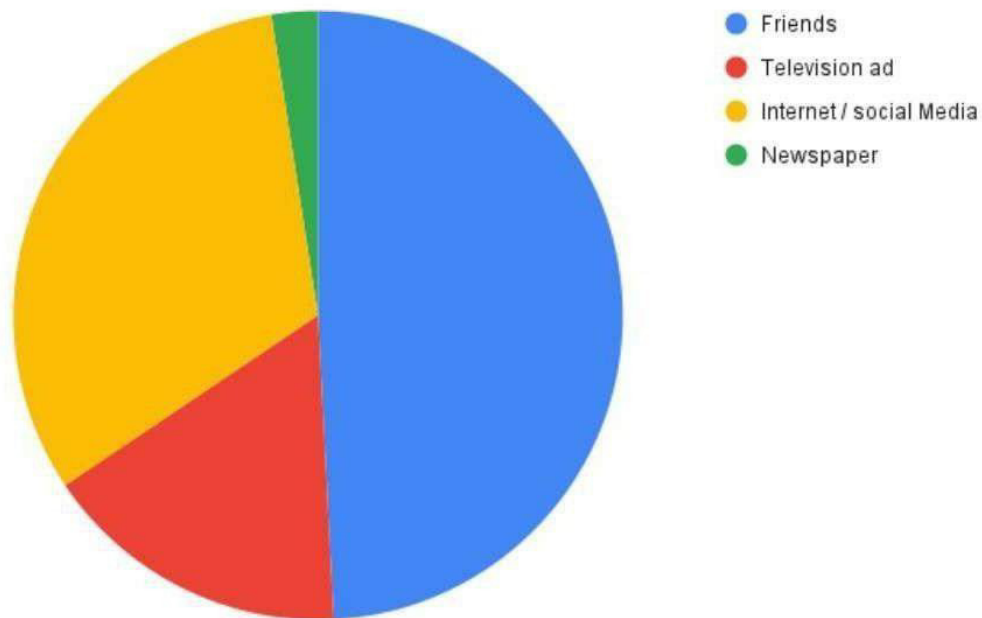


Table 4.1.11. Shows that would they interested in playing dream 11

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Yes	45	36.9%
2	No	56	45.9%
3	Maybe	21	17.2%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 45.9% of the respondents are belongs to No category, 36.9% of the respondents are belongs to Yes category and 17.2% of the respondents are belongs to Maybe category. The table reveals most of the peoples are belongs to No category.

Chart 4.1.11. Shows that would they interested in playing dream 11

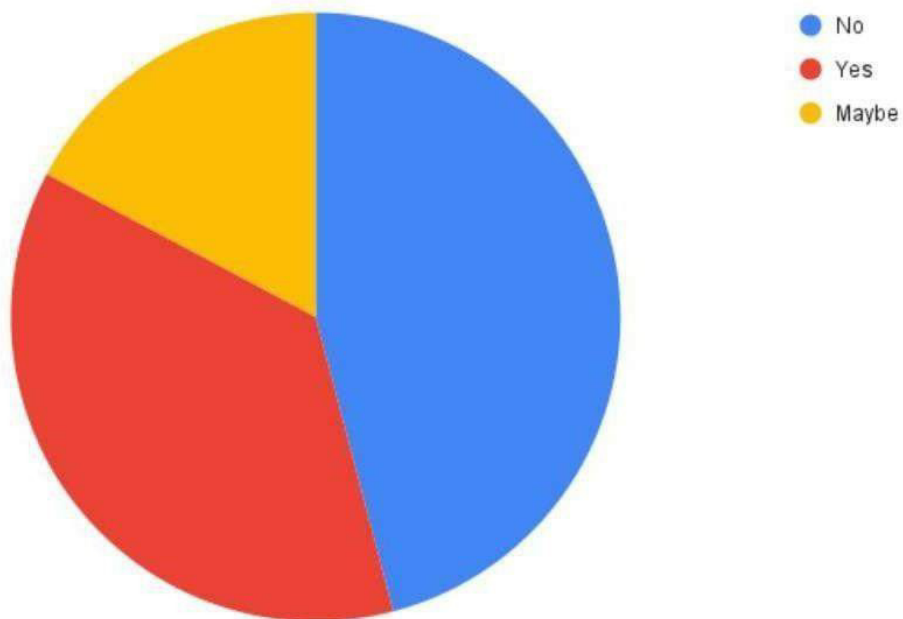


Table 4.1.12. Shows that which online fantasy game player prefer the most

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	My team 11	16	13.1%
2	My 11 circle	22	18%
3	11 wickets.com	16	13.1%
4	Fan fight	06	4.9%
5	Dream 11	40	32.8%
6	None	15	12.3%
7	Others	07	5.7%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 32.8% of the respondents are belongs to Dream 11 category, 18% of the respondents are belongs to My 11 circle category, 13.1% of the respondents are belongs to 11 wickets.com and My team 11 category, 12.3% of the respondents are belongs to None and 5.7% of the respondents are belongs to others category and 4.9% of the respondents are belongs to fan fight category. The table reveals most of the peoples are belongs to Dream 11 category.

Chart 4.1.12. Shows that which online fantasy game player prefer the most

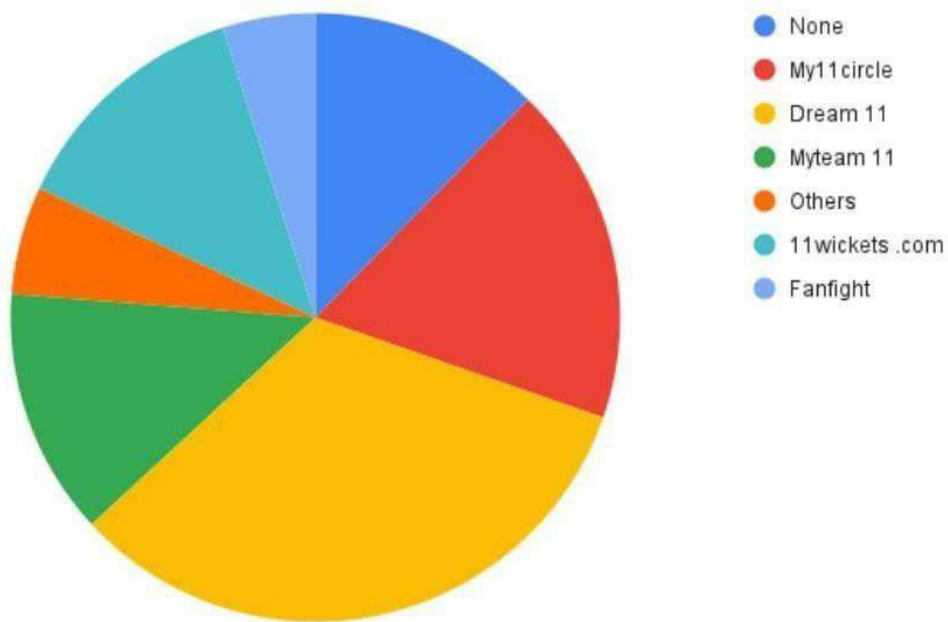


Table 4.1.13. Shows that how appealing do you find dream 11's Advertising

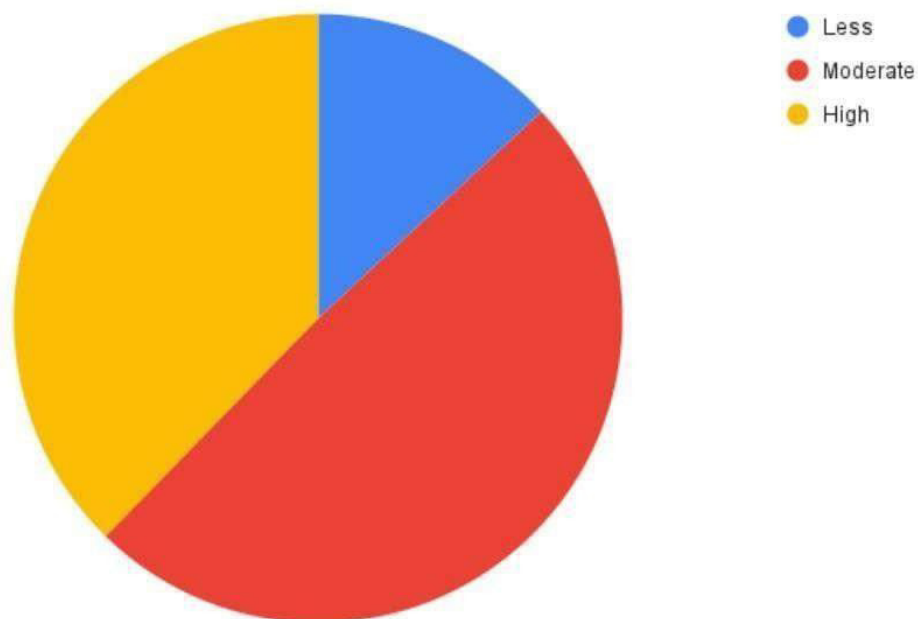
S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	High	46	37.7%
2	Moderate	60	49.2%
3	Less	16	13.1%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 49.2% of the respondents are belongs to Moderate category, 37.7% of the respondents are belongs to High category and 13.1% of the respondents are belongs to Less category. The table reveals most of the peoples are belongs to Moderate category.

Chart 4.1.13. Shows that how appealing do you find dream 11's Advertising



**Table 4.1.14. Shows that they have faced any difficulties while using dream
11 app**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Yes	77	63.1%
2	No	45	36.9%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 63.1% of the respondents are belongs to Yes category and 36.9% of the respondents are belongs to No category. The table reveals most of the peoples are belongs to Yes category.

Chart 4.1.14. Shows that they have faced any difficulties while using dream

11 app

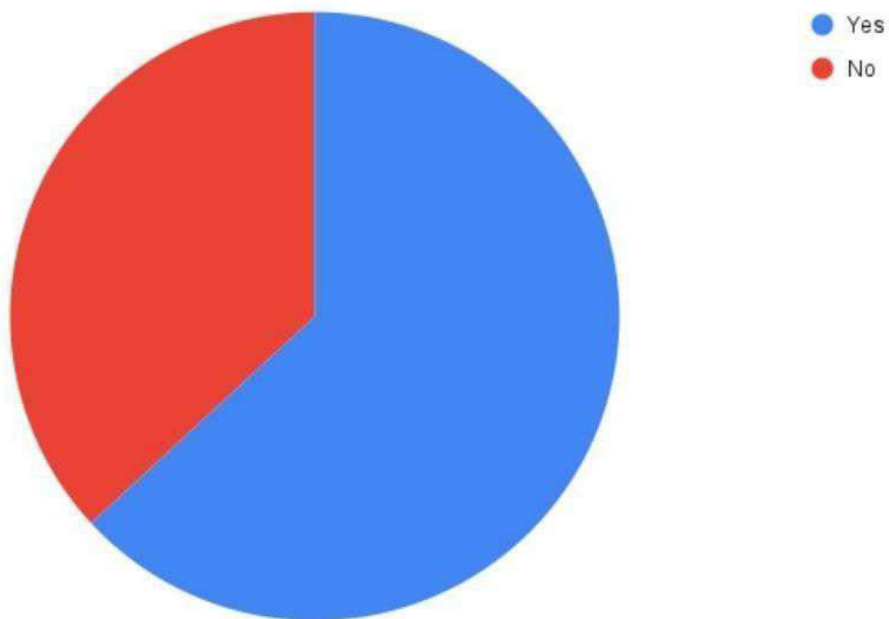


Table 4.1.15. Shows that how long are they using this dream 11 app

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Below 1 year	28	23%
2	2-3 years	43	35.2%
3	3-4 years	16	13.1%
4	Above than 5 years	14	11.5%
5	Never	21	17.2%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 35.2% of the respondents are belongs to 2-3 years category, 23% of the respondents are belongs to Below 1 year category, 17.2% of the respondents are belongs to Never category, 13.1% of the respondents are belongs to 3-4 years category and 11.5% of the respondents are belongs to Above than 5 years. The table reveals majority of the peoples are belongs to 2-3 years category.

Chart 4.1.15. Shows that how long are they using this dream 11 app

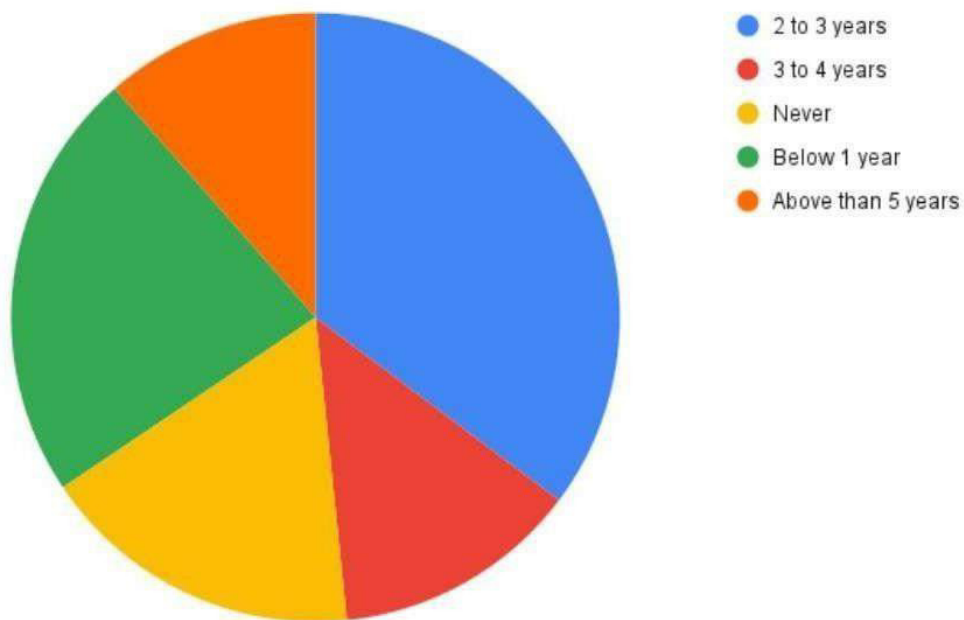


Table 4.1.16. Shows that rating of the app based on the following factors

S.NO	FACTORS	TOTAL NO. OF RESPONDENTS WHO HIGHLY ACCEPT WITH THE FACTORS
1	User friendly	63
2	Money earnings	33
3	Performance of players	41
4	Withdrawal of money	42
5	Timely information about player's fitness	41

S.NO	PARTICULARS	RANK
1	User friendly	1
2	Withdrawal of money	2
3	Performance of players	3
4	Timely information about player's fitness	3
5	Money earnings	4

Source: Primary data

INTERPRETATION:

Rank analysis is particularly emphasized on highly accepted factors of Dream 11 app. Table 4.1.16 shows that 63 respondents ranked the factor of user friendly about the subject. 42 respondents strongly agree towards withdrawal of money. 41 respondents believe that performance of players and timely information about player's fitness. 33 respondents said that money earnings are lowest of the survey.

Table 4.1.17. Shows that for which purpose are they using dream 11 app

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Earning money	40	32.8%
2	Time pass	63	51.6%
3	Playing games with players	15	12.3%
4	others	4	3.2%
	TOTAL	122	100%

Source: Primary data

INTERPRETATION:

The above table shows that out of selected respondents, 51.6% of the respondents are belongs to Timepass category, 32.8% of the respondents are belongs to Earning money category, 12.3% of the respondents are belongs to Strongly Playing games with players category and 3.2% of the respondents are belongs to others category. The table reveals most of the peoples are belongs to Timepass category.

Chart 4.1.17. Shows that for which purpose are they using dream 11 app

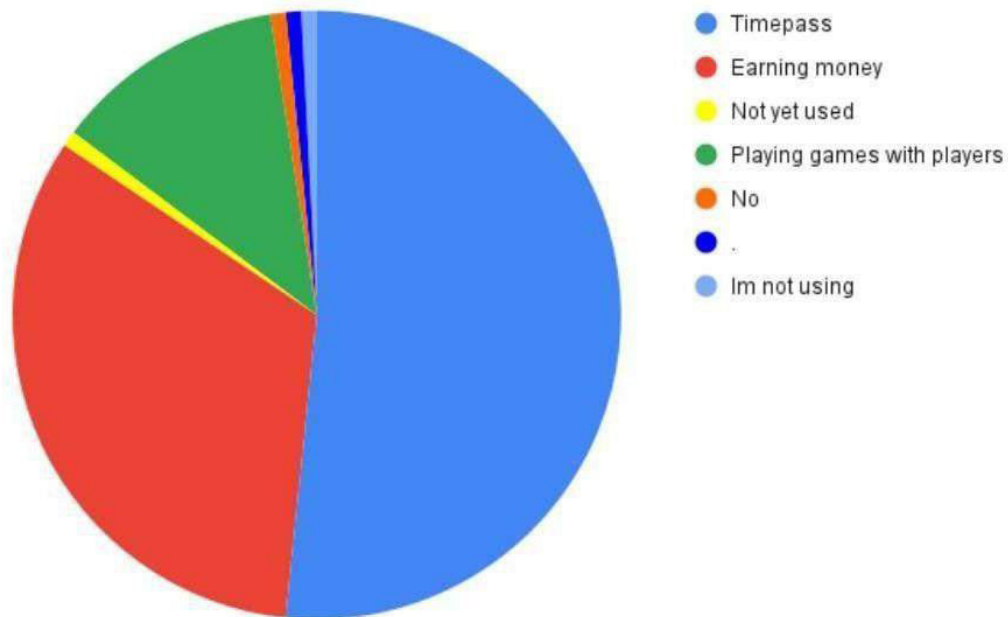


Table 4.1.18. Shows that Rank the following gaming apps

S.NO	FACTORS	TOTAL NO. OF RESPONDENTS WHO HIGHLY ACCEPT WITH THE FACTORS
1	Dream 11	47
2	My team 11	21
3	11 wickets.com	21
4	My 11 Circle	21
5	Fan fight	21

S.NO	PARTICULARS	RANK
1	Dream 11	1
2	My team 11	2
3	11 wickets.com	2
4	My 11 Circle	2
5	Fan fight	2

Source: Primary data

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- majority of the peoples are belonging to **Male** category.
- most of the peoples are belongs to age between **21-30** category.
- majority of the peoples are belonging to **UG category** in educational qualification.
- most of the peoples are belongs to **Unmarried** category.
- majority of the peoples are belonging to **Student** category.
- majority of the peoples are belonging **below Rs. 20,000** in income per month of respondents.
- most of the peoples are belongs to **Urban Areas**.
- most of the peoples are belonging to **Often** category in regularity of usage of apps.
- most of the peoples chose to **Yes** in knowledge of Dream 11 app.
- most of the peoples chose to **friends** category for source of knowledge about Dream 11.
- most of the peoples chose to **No** category for interest towards Dream 11.
- most of the peoples are belongs to **Dream 11** category for the preference of online fantasy game.
- most of the peoples chose to **Moderate** category in attraction of Dream 11 advertisements.
- most of the peoples chose to **Yes** category in facing difficulties in Dream 11 app.
- majority of the peoples chose to **2-3 years** category usage of Dream 11 app
- majority of the peoples chose to **Highly satisfied** category in user friendly of Dream 11 app.
- most of the peoples are belongs to **Timepass** category in purpose of usage of the Dream 11 app.
- majority of the peoples are belongs to **Excellent** category in ranking of Dream 11 app.

5.2 SUGGESTIONS:

The Suggestions given are based on the consumer survey and its analysis and studying the Companies Own Marketing Mix at Dream 11 and as per my knowledge regarding the concerned subject;

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.
4. As Dream 11 app is relatively new to the market, users are not that much aware about the Application, so company should mainly focus more on promotional activities such as advertisements or providing discounts on money deposited order in their application.

Thus if the Company uses all the above mentioned features for specific target users and makes the decision, fixes the application and positioned properly and effectively than it can definitely outperform it competitors in Different Segments.

5.3 CONCLUSION:

The project entitled "PEOPLE'S PERCEPTION AND INTEREST TOWARDS USING DREAM 11 APP" has helped in studying the various aspects of people especially toward Dream11 application. The study also helped in understanding and analyzing people's perception about services offered to customers. Every company in the online fantasy gaming is trying to cover more market share than the other. So the company must be more alert in providing high quality service and awareness.

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- ✚ <https://www.dream11.com/>
- ✚ <https://www.dreamsports.group/dream11/>

ANNEXURE

**PEOPLE'S PERCEPTION AND ATTITUDE TOWARDS USING DREAM
11 APP:**

1) Name: _____

2) Age:

[a] Below 20 years

[b] 21-30 years

[c] 31-40 years

[d] Above 40 years

3) Gender:

[a] Male

[b] Female

4) Educational Qualification:

[a] School

[b] UG

[c] PG

[d] Others

5) Marital Status:

[a] Married

[b] Unmarried

6) Occupation?

[a] Student

[b] Private Employee

[c] Government Employee

[d] Profession

[e] Others

7) Income from month?

[a] Below 20,000

[b] 20,000-40,000

[c] 40,000-60,000

[d] Above 60,000

8) Residence?

[a] Urban

[b] Semi-Urban

[c] Rural

9) How often do you play online fantasy game?

[a] Very often

[b] Often

[c] Rarely

[d] Never

10) Have you heard about Dream 11?

[a] Yes

[b] No

11) If yes, how did you come to know about Dream 11?

[a] Television Ad

[b] Friends

[c] Internet/ Social Media

[d] Newspaper

12) Would you be interested in playing Dream 11?

[a] Yes

[b] No

[c] Maybe

13) Which online fantasy game players prefer the most?

[a] My team 11

[b] My 11 Circle

[c] 11 wickets.com

[d] Fan fight

[e] Dream 11

[f] None

[g] Others

14) How appealing do you find Dream 11 Advertising?

[a] High

[b] Moderate

[c] Less

15) Have you faced any difficulties using Dream 11 app?

[a] Yes

[b] No

16) How long are you using Dream 11 app?

- [a] Below 1 year
- [b] 2-3 year
- [c] 3-4 years
- [d] More than 5 years
- [e] Never

17) Rate the app based on the following factors

	Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
User friendly	()	()	()	()	()
Money Earning	()	()	()	()	()
Performance of the players	()	()	()	()	()
Withdrawal of money	()	()	()	()	()
Timely Information about players fitness	()	()	()	()	()

18) For which purpose your using Dream 11 App?

- [a] Earning money
- [b] Time pass
- [c] Playing games with players
- [d] Others

19) Rank the following gaming apps

[5 – Excellent, 4- Good, 3 – Neutral, 2 – Bad, 1 – Very bad]

	1	2	3	4	5
Dream 11	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My team 11	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 wickets.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My 11 circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fan fight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20) Your Suggestions by using Dream 11 app.
