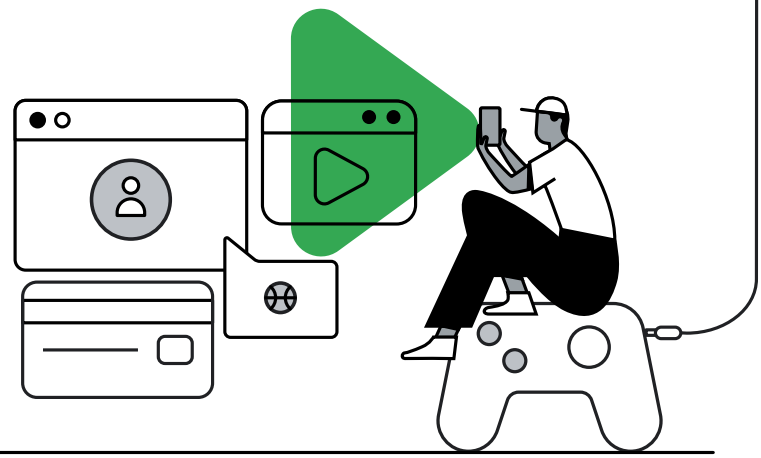
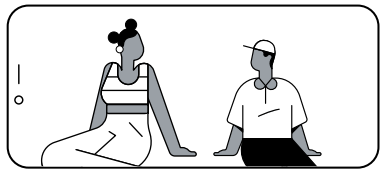
Understanding the mobile gamer's motivation to play and pay in India

India's growing gaming industry is expected to boast 440 million gamers by 2022.[1] Gamers aren't just growing in number, they also want to play more. Time spent gaming rose by 41% in India between February and March 2020. [2]

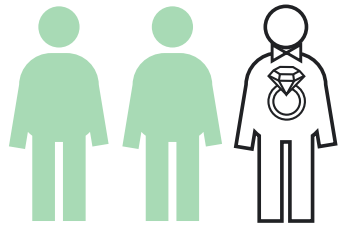
What's behind it? Google and Ipsos Research Pvt. Ltd have developed this infographic to help you better understand the Indian mobile gamer and to help make your game the game of choice.



Who is the Indian gamer?



Indian gamers are generally young.



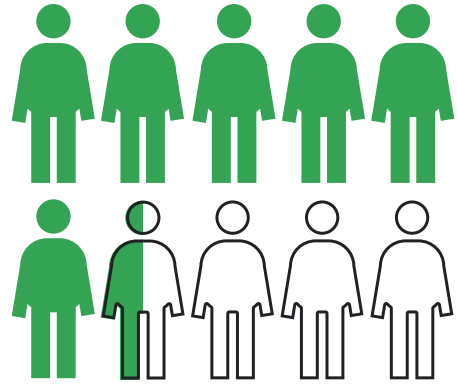
2 in 3 gamers are single, outnumbering their married counterparts.

83%

of gamers are students and working adults

60%

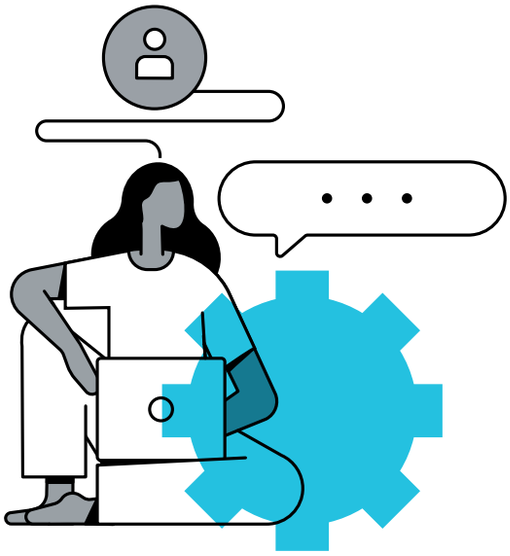
are under **25 years**.



Nearly 65% of those are **male**.

What motivates Indian gamers to play?

Indian gamers enjoy competing with others, building social connections, and making new friends, all while **relaxing** and **unwinding**.



Gaming within a community matters for Indian gamers - as opposed to gaming in isolation.

While gamers foster their connections in-game, extending those connections through social media empowers gamers to build their **identity** and **reputation** virtually.

Where are gamers discovering games?

49%

Browsing **Google play store**

58%

Through **YouTube**

36%

Through **family and friends**

This means that while being present on Google Play Store is critical, brands must also consider the importance of social media in helping people discover games. YouTube is by far the most influential of these social media platforms.

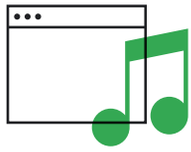
How do Indian gamers choose games?

Indian gamers searching for new games are drawn towards games:

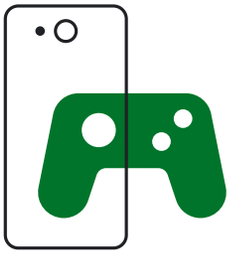
With attractive app logos and names

With strong storylines that are challenging

That are well designed and user-friendly



With good background music, sound effects, and colorful layouts

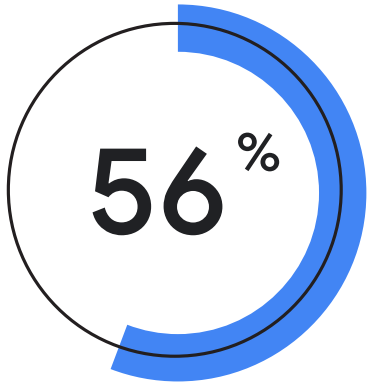


"My friends and I become a team when we play other groups. Coming together and playing together feels great — **it's more than playing a game; it's interacting with your friends.** Winning or losing is secondary."

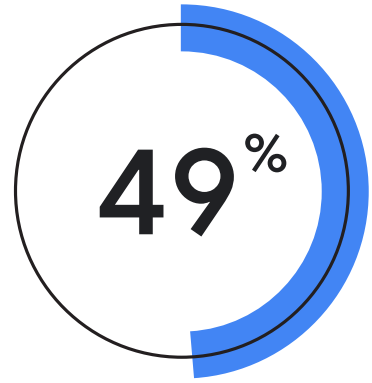
Gamer from Bengaluru

What motivates Indian gamers to pay?

Indian gamers are driven to engage among each other within their social circles; intensifying toward beating their peers; shunning the fear of being left behind or missing out; and craving progression into new and exciting levels.

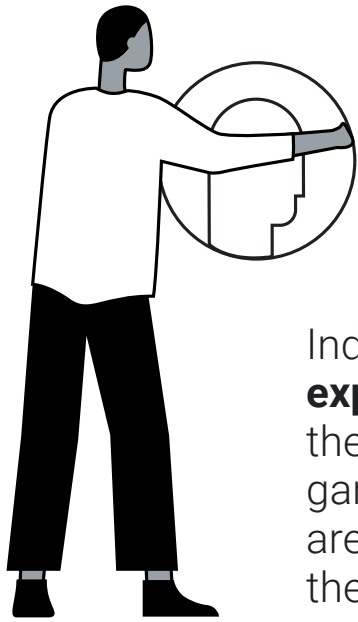


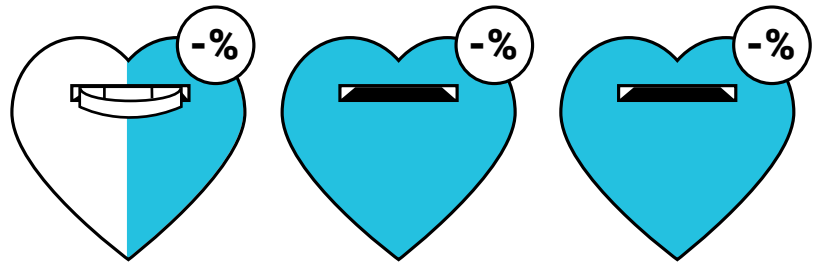
of Indian gamers are prepared to pay if it enhances their chance of victory



do so to keep up with their friends

Drivers for in-app purchases



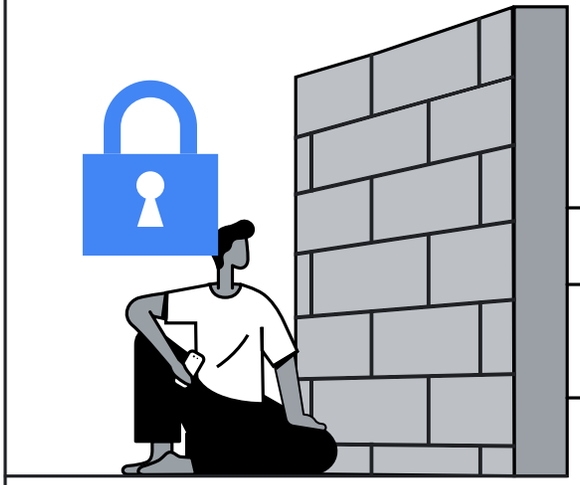


Indian gamers will **pay for things that extend their experience**, such as extra lives or resources because they have vested time and resources in their chosen game. Urgency, a limited sales period, and discounts are other compelling incentives for gamers to invest in the gaming experience.

"When you have the option of [in-app purchases] and you can buy the latest skin for a gun and show it to your friends, it feels good. They feel super jealous."

Paid gamer from Bangalore

Barriers to payment



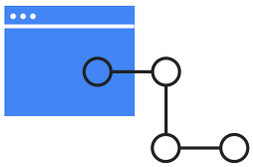
Indian gamers won't make in-app purchases:

- If they have concerns over privacy or trust;
- don't believe the purchase will enhance their experience; or
- believe that spending money on a game is wasteful.

However, **46%** of people said they would likely pay for a feature in a game in the future.

Ways to help Indian gamers overcome their reluctance to make in-app purchases

Remind them they can transact using a host of available payment forms (such as UPI) and can be confident in the security of their data and payment.



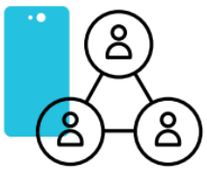
Visually guide users on how to make payments in-game, on a payment platform of their choice.

Highlight the benefits of the paid features of your game and how it enhances the game experience, which can provide a sense of achievement for the gamer.

Consider lower-price points to make it easy for gamers to invest in their gaming experience.

3 ways to win over the Indian gamer

1. Capture their attention
From attractive app logos and names to compelling background music, sound effects, and colorful layouts, ensure that your game grabs the attention of gamers even before they start to play.



2. Focus on gameplay
Ensure that your game is fun, challenging and competitive and enables gamers to build their identity and reputation while making social connections.

3. Make it worth their while
Ensure that your game has strong in-app purchases that deliver real value to the gamer while truly enhancing the gaming experience.

Sources
1 Understanding Mobile Gaming in India 2018, Kantar
2,3 Comscore MMX Multi-Platform, India, Games Category, February 2019-March 2020.