



A STUDY ON IMPACT OF ATTRACTION OF MOBILE GAMES TOWARDS COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

Mr. S. Muruganantham¹, Mr. B. Ram Sabarith²

¹Assistant Professor, Department of Commerce with Professional Accounting,
 Dr.N.G.P. Arts and Science College, Coimbatore

²181PA043, Department of Commerce with Professional Accounting,
 Dr.N.G.P. Arts and Science College, Coimbatore

ABSTRACT

A mobile game is video games played on a feature phone, smart phone/tablet, smart watch, PDA, portable media player or graphing calculator. The study is undertaken in Coimbatore city with the sample size of 120 respondents for the period of 4 months December 2019 to march 2020. The study based on primary data and secondary data and questionnaire method is used to collect the data. Many statistical tools like percentage analysis, ranking etc. have been used. It is suggested that mobile games should only be played for entertainment and it should not be made as necessary. Finally, the study revealed that mobile games are impinging negative results in students.

KEYWORDS: *questionnaire, entertainment, negative impact*

1. INTRODUCTION

A game is structured form of play, usually undertaken for enjoyment and sometimes used as an educational tool. Games are distinct from work, which is usually carried out for remuneration, and from art, which is more often an expression of aesthetic or ideological elements. However, the distinction is not clear-cut, and many games are also considered to be work (such as professional players of spectator sports or games) or art (such as jigsaw puzzles or games involving an artistic layout such as Mahjong, solitaire, or some video games).

2. STATEMENT OF THE PROBLEM

Video game playing may be associated with vision problem. Extensive viewing of the screen can cause eye strain, as the cornea, pupil, and iris are not intended for mass viewing sessions of electronic devices. Using video games for too long may also cause headaches, dizziness, and chances of vomiting

from focusing on a screen. Study look at students with powerful behaviour records in the past and who finished a measure of characteristic aggressive, results found that students, who reported playing more violent games in their middle and high school time, occupied with more forceful behaviour, moreover, the time spent playing violent games in the past related to lower grades in school, which is a cause of dissatisfaction for some students.

3. OBJECTIVES OF THE STUDY

- ❖ To identify the students opinion on using mobile games.
- ❖ To study about the behaviour of student while playing games.
- ❖ To study about the psychological factors that influences student playing mobile games.
- ❖ To identify the factors that determines the attitude of student towards mobile game.

4. RESEARCH METHODOLOGY

Source of data	Both Primary and Secondary data
Sampling design	Convenient sampling technique
Area of the study	Coimbatore city
Sampling size	94 respondents



5. STATISTICAL TOOLS

- ❖ Percentage analysis
- ❖ Rank analysis

6. REVIEW OF LITERATURE

MeihuaQian, Karen R. Clark,(2016)Game-based learning and 21st century skills have been gaining an enormous amount of attention from researchers and practitioners. This paper examines the most recent literature in regard to game-based learning and identified 29 studies which targeted 21st century skills as outcomes. The findings suggest that a game-based learning approach might be effective in facilitating students' 21st century skill development.

AndreMarchand Thorsten Hennig-Thurau (2013)²³In the past twenty years, the video game industry has established itself as a significant contributor to the global entertainment economy. Compared to more established entertainment industries such as movies and music, limited scholarly research in marketing has addressed the processes that create value for companies and consumers in the context of video games which are now available on multiple devices (e.g., consoles, portables, mobile devices) and through multiple channels (e.g., retail and online). The authors therefore develop a conceptual framework of value creation through video games, highlight important findings from extant research in marketing and other disciplines, and apply the framework to derive future research opportunities.

7. TABLES

1. PERCENTAGE ANALYSIS

Health issues faced	Frequency	Percent
Poor eye sight	41	34.2
Insomnia	16	13.3
Head ache	46	38.3
Obesity	5	4.2
Anger	12	10.0
Total	120	100.0

INTERPRETATION

From the above table, it is clear that out of 120 respondents, 34.2 % of the respondents choose poor eye sight, 13.3 % of the respondents choose insomnia,

38.3 % of the respondents choose head ache, 4.2 % of the respondents choose obesity and 10.0 % of the respondents choose anger. Majority 38.3 % of the respondents choose head ache.

2. RANK ANALYSIS

Problems Faced While Playing Games

Factors	Mean	Rank
Health issues	4.233	2
Battery heat	3.95	4
Hanging	3.783	5
Game addiction	4.717	1
Negative effect	3.633	6
Time wastage	4.1	3
Skipping meals	3.583	7

INTERPRETATION

That above table shows that factors of students behaviour in facing problems while playing mobile games. There are many problems for the students and other people who are using the mobile

phones and playing mobile games for long time period. The factor "Skipping meals" has been ranked as 7, the factor "Battery heat" has been ranked as 4, the factor "Hanging" has been ranked as 5, the factor "Game addiction" has been ranked as 4,



the factor. "Negative effect" has been ranked as 5, the factor "Time wastage" has been ranked as 6, the factor "Skipping meals" has been ranked as 7.

8. SUGGESTIONS

- ❖ The parents must spend some time with their children to develop relationship and communication.
- ❖ Usage of Smartphone by students should be minimized.
- ❖ Mobile games should be played only for entertainment and it should not be made as necessary.
- ❖ The mobile games should used only for minimum period of time.
- ❖ The students must use premium version apps.
- ❖ Mental counselling may be adopted in case of necessity.

9. CONCLUSION

This study conducted from Coimbatore city, impact of mobile games among the college students is quite danger in their growth. It is clear that the survey shows it should be rectified and corrected. It is sure there are some advantages in this field. But when the disadvantage is dominating the advantage, it is danger. So, the control cannot be exerted by parents alone. It should be self-controlled. If the parents spend their time with children, it may divert their mind from these addictions. So, the mobile games are impinging negative results in students.

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