

PUBG: The New Benchmark of Online Marketing

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Abstract: Marketing plays a major role in both success and failure of any products or services available around the globe. Due to the inherent unpredictability nature of the market it is very important for any product or service to be marketed in the most effective and efficient way for the best possible returns. The study is an attempt to empirically brainstorm the uniqueness put forth by Bluehole Incorporation to market PUBG to its present fame and glory, by critically analysing the USP of PUBG Corporation and the various other factors that laid emphasis for the wide acceptance, publicity and triumph. Further, sorting out the distinctive key elements directly and indirectly involved for the star shining of PUBG, in the Indian online virtual gaming platform, such as slashed cellular data tariff rates, affordable smartphones, online data accessibility, addiction and ease of fellowship to complete the cycle.

Keywords: Marketing plays, PUBG Corporation, Online Marketing.

1. INTRODUCTION

Player Unknown's Battlegrounds (PUBG) is an internet multiplayer battle royale game developed and revealed by PUBG Corporation, a subsidiary of South Korean game company Bluehole. Battlegrounds is a player versus player shooter game within which up to at least one hundred players fight during a battle royale, a kind of large-scale last man standing Deathmatch wherever players fight to stay the last alive. The accessible safe area of the game's map decreases in size over time, guiding living players into tighter areas to force encounters. Players can favour to enter the match solo, duo, or with a little team of up to four people. In either case, the last person or team left alive wins the match.

Objectives:

1. To understand the major factors which led the game to make an impact on global gaming market.
2. To understand the marketing strategy followed by the company to promote the game.

2. LITERATURE REVIEW

Allen Matthew (2013), this paper looks at the background of violent with some examples like the grand theft auto series and conjointly appearance at current age rating systems. A form was created to gain info on what gamers believe concerning violence in games and conjointly to appear for behaviours that are connected to dopamine within the brain, which may result in aggressive behaviour. The papers findings show that violent games will have negative effects however there also are positive effects. It is also recommended that a lot of analysis ought to be distributed. **Chen, Yunbo (2013)**, with the event of online games in China and therefore the quality of them among adolescents, the results of violent games on this cluster arise a lot of and a lot of attention. Researches speak a lot of concerning the result on adolescent's behaviour, and can't ensure the causative relations between violent online games and aggression. The present study principally investigated the results of violent online games on adolescents from psychological feature, attitudinal and emotional perspectives and conjointly tested the alleviatory result of players violent experiences and perceived reality of on-line games. It found that violent online games enjoying directly influenced intentions, and conjointly indirectly influenced intentions through its effects on angle towards violence. **Chou & Kimsuwan (2013)**, the purpose of the research was to check factors moving purchase intention of on-line game payment card that is that the main revenue supply for free-to-play game. This study collected 335 respondent knowledge from Siam to check the analysis hypotheses. The results show the perceived enjoyment worth, value and promotion programs are important positive factors to influence the acquisition intention of on-line game payment card. The analysis findings will contribute to the

understandings of on-line game client behaviour in developing country like Siam and be adopted as promoting designing guideline for on-line game business managers to push prepayment card purchase intention of shoppers. **D Ng, Brian & Hastings, Peter (2005)** The paper goes on saying that as computer and net use become a staple of daily life, the potential for overuse is introduced, which can cause addiction, analysis on web addiction has shown that users will become addicted to it. Addiction to the web shares a number of the negative aspects of substance addiction and has been shown to steer to consequences like failing college, family, and relationship issues. **Ding Yong (2018)**, in the paper he goes on studying the mode of operation of the online multiplayer battle royal game PUBG including the influence of objective factors and subjective factors on the game results, linear programming model is established for the varied factors and also the game results through the research hence identifying the relationship between various in game factors and the result of game. **Fang, Zheng (2009)**, with the popularization of the pc and therefore the development of net technology. People's lives are integrated bit by bit with the online, several network recreation applications have bit by bit substituted for the normal recreation means and online game is such a best case. The analysis of the web games addiction among the school students becomes associate degree rising issue recently. It bit by bit becomes a social downside to a lot of physical, psychological and family issues are disclosed one when another due to over-indulgence in online games. This analysis is concentrated on the school student's online games addiction, have deeply analysed for the web game itself and place along as some relevant ways for reference. According to the literature regarding the web games addiction, this text outlined and classified the ideas of online games and online games addiction and analysed this scenario of the analysis regarding online games addiction. **Gao, Y. (2005)**, this paper aims at identifying those factors that influence users trust in online games with a theoretical approach and tries to offer a set of approaches that might help game marketers to better understand the end users trust in online games and thus fully reap the benefits of this emerging medium of marketing. **Gao, Yuan (2006)**, this paper reviews literature from the views of considering a web game player as each a shopper of web based amusement and a soul. It explores factors associated with the net surroundings in addition as those of the games themselves particularly, it examines a user's perceptions regarding the corporate, the net play web site and a personal game variety of things influencing user trust in online games are for the most part inside the management of the corporate sponsoring the sites or selling the games supported the analysis of those factors, this paper provides a collection of pointers that might facilitate marketers win user trust in their online play product or services. Companies promoting on-line games will take steering in a way to build user trust through listening to putting together complete recognition, enhancing usability and charm, in addition as providing security assurance each at the net sites and inside the individual games. This paper is predicated on current analysis in shopper trust, each offline and on-line, and represents a clever try at analysing in theory the factors influencing user trust in online games. **He, Li (2011)**, FLASH primarily based online games are current occurred style strategies for online games recently, that are technology focuses in recent online game exploring field. It skilfully combines the technology of image process and ancient strategies of coming up with online games, uses dynamic scripting language to comprehend period loading and process games recourses. This essay specifically introduces the planning and realization method of FLASH online games supported the principle of software package engineering, from exploring surroundings configuration, frame style, to model style, etc. The essay analyses the event standing and issues of online games, then deeply discusses connected skills, such as: coming up with online games map resource organizing technique, machine controlled looking systems then on. Secondly, it elaborates style strategies of FLASH online games engines by mistreatment the frames of traditional online game engines. Lastly, it summarizes the planning define of FLASH online games and proposes future analysis objectives. **Herrera, B. A. (2015)**, this paper explores the present time of computer games and analyses why people engage with single player and multiplayer video game experiences, this study examines however school student's area unit partaking with video games and if they like single player or on-line multiplayer video games. results show that participants most popular single player video games thanks to less interruption from social interactions with on-line multiplayer games, however, additionally to avoid harassment and negative criticisms that still plague on-line multiplayer experiences. Results additionally recommend that participants ask for solitude whereas partaking with video games so as to become immersed inside the sport for a lot of relaxed and fun expertise. **Hollingdale, J., & Greitemeyer, T. (2014)**, in recent years the computer game industry has surpassed both the music and video industries in sales. Presently violent video games are among the foremost widespread video games played by consumers, most specifically First-Person Shooters (FPS). Technological advancements in game play expertise as well as the flexibility to play on-line has accounted for this increase in quality. Previous analysis, utilising the overall Aggression Model (GAM), has known that violent video games increase levels of aggression, very little is understood, however, on the impact of taking part in a violent computer game on-line. **Ke, Ming (2011)**, Online games is seen as two elements, one half is that the senses of the player through footage, music and controls of game interface, the other half is that the things running within the background in laptop computer code, online game terminal, exactly as a result of online games work and performance with the twin options of the sport light emitting diode to the

protection of the tutorial mode of the network created Brobdingnag-an variations, within the event of infringement of its consequences is equal to infringement of trade secrets of products. No specific provisions of laws, legal aspects of the present online games are to be solved. Online games shown by the film and TV works and computer code, like the twin nature of the sport as if a computer code, you want to follow the strategy of computer code copyright protection online games, ought to be considered the same film and TV works, the protection stress falls on the interface of the visual senses. **Kim, K. H., Jin, Y. P., Kim, D. Y., Moon, H. I (2002)**, this research says that Computer based on-line games became a universal feature of fashionable culture. The drive for realism and dramatic fantasy demands a number of the foremost refined code, hardware, animation and graphic style performance standards within the info and communication technology domain. The study classified on-line games into four types: MUD games, simulation games, role taking part in games and shooting games. The analysis shows that e-lifestyle influences motives to use on-line games which the categories of on-line games vie have a very important result on the connection between e-lifestyle and motives to use on-line games. **Pei-Shan, W., Hsi-Peng, L. (2014)**, this paper is to spots the factors that influence individuals to play socially interactive games on mobile devices. Supported network externalities and theory of uses and gratifications. It has been revealed that each network externalities and individual gratifications considerably influence the intention to play social games on mobile devices. Time flexibility, however, that is one amongst the mobile device options, seems to contribute comparatively very little to the intention to play mobile social games. **Penttinen, E, Rossi M & Tuunainen, V. K. (2010)** mobile games are one in all the most important mobile application area and one wherever user is typically willing to obtain services. Moreover, the marketplace for mobile games is anticipated to grow dramatically as most phones sold-out currently are capable of running games. It shed slight on the demographics and selections of mobile gamers any a deeper understanding of the values and wishes of the potential mobile game users should be obtained to plug games higher. **Wei, Hua (2011)**, with the speedy development of net, on-line game is a lot of and a lot of common, and becomes one amongst the foremost vital entertainments or young people. The main conclusions are: (1) The revised role attachment scale of online game consists of 3 factor: Identification/Friendship, Suspension of Disbelief, Management and Responsibility - The correlational statistics between role attachment and stress is important, the correlational statistics between role attachment and online game addiction is significant. (2) Online game addiction was completely related with stress, role attachment - Online game addiction was completely related with flow expertise, enjoyment, self-efficacy, personal interaction, on the far side reality, interest exchange, time-limit, subjective norm, game involvement. (3) There are indirect relation between stress and online game addiction through the mediation impact of motivation, yet as direct relation. (4) There are indirect relation between stress and online game addiction through the mediation impact of role attachment, yet as direct. **Wei, Jin (2010)**, Network social attraction is that the initial stage of building and developing of network social relationships, therefore finding out network social attraction have a meaning sense to the analysis of online social relationships 14-28 year olds (after 90's) are the most population of online games and web dating. Through the full analysis the major findings are: (1) I- Sharing and Subject Similarity are totally different structures (2) Online games are the second giant place, following the chat package, for adolescents to ascertain and moreover their relationship with different game users (3) For adolescents, the fundamental feeling of online games and online geological dating is comparable, underneath the pleasure mood state, tykes have the foremost risk to form friends in online games (4) For online game addiction tykes, there's a lot of sturdy implicit association between positive and self-interpersonal connected aspects (5) There's no important variations between online game addiction and the young's on top of things cluster on implicit association (6) I-Sharing and Subjective Similarity are each necessary factors to influence social attraction in online games (7) For I-Sharing and Subjective Similarity, there are not any variations within the imp s can hold ortance, they targeted on totally different points (8) With the rise in old, adolescent a lot of cautious angle to the enticing alien that they met in online. **Xu, Ning (2009)**, with the speedy development of net eliminates the territory barriers. It makes a lot of and a lot of convenient for people's communication with others United Nations agency comes from totally different places. And conjointly bring the formation of the virtual community. As a representative of virtual community, online games get speedy development at the start of this century, and become the most important subordinate market of net recreation market. thanks to the speedy development and amplitude profit area, there are a lot of and a lot of enterprises devote into the developing and operation of online games, it makes the competition a lot of intensive. With the maturity of online game market and intensity of competition, the incoming of on-line game developers and operators are caught up, conjointly accompany with a lot of and a lot of online games free, the change prices are steady decreased, of these create the fluid of online game users redoubled. **Ye, Heng (2010)**, an online game is quite game that uses the net to realize the player's interaction. They are fashionable leisure that fusions of history, literature, art, music and different components. With the event of the net online game, world-wide has become a crucial interest and people's consumption of online games has been totally increased than the normal video and music amusement. Online Game trade has become indispensable to the net economy. The analysis revealed online games market belongs to a moderately targeted

marketplace market. Its product differentiation is low and therefore the barriers to entry are terribly high. Charging mode is split into time charge and props charges makes are widespread use of a spread of evaluation methods and advertising ways to market of those two charging mode. Meanwhile, so as to scale back dealing prices, the Chinese Game-agent usually do integration, directly concerned within the online Game development sector. The profits of play trade are very high level and therefore the contribution of connected industries is additionally high. Finally, during this paper, this text offers some advices to the present industrial policy and conjointly makes some. **Zheng, Yun (2011)**, China's online game business within the high margin, high growth, however conjointly high risk. Online game business within the short product life cycles, fast changes within the characteristics of the external surroundings cause the chance of online game business can still increase. Online games business attracted several high profit enterprises to squeeze into the market, whereas there are several games out of service, additional online diversion firms were out of the market. A corporation could be a tiny online game company; online games business is presently the most supply of financial gain for 71 of its total revenue. China's online game business within the sizable amount of more and more fierce competition among business conditions. A company's online game business you would like to face go into the fierce competition, to get a competitive advantage. A way to conduct effective strategic coming up with, the net game business within the fierce competition within the market to realize property development, deliver the goods larger market share and profit, is that the online game business at this stage a corporation facing a significant downside.

PUBG Marketing with \$0 Budget.

In 2016, PUBG Corporation was as yet known as Bluehole Ginno. It had a staff of around 25 individuals and a centre group that cooperated for about 10 years on the internet diversion Devilian. They had a tight security and functioned admirably together, yet they had never made a shooter of any sort, substantially less a Battle Royale diversion like PUBG, and they were entrusted with surging an independent Battle Royale shooter to advertise in about a year, and they had showcasing spending plan of precisely \$0 to make it work.

Power of community snowballing

Community Snowballing is the major strategy followed by the marketing team. When the game was in the developing stage the company planned to promote the game through streamers but they didn't have enough budget to pay them, but figured the mid-level streamers would be fascinated on the grounds that they needed something to differentiate their channels and make something exclusive, however they don't have the assets or associations with approach select substance for AAA studios. That was an open door for a commonly gainful relationship. Taking note of that they could give those mid-level streamers restrictive access and content, and consequently those streamers would do their best to advance the diversion into a major ordeal since they exclusively had an access to it.

Following four months of advancement, the game was ready for a closed pre-alpha and the time had come to put their methodology under a magnifying glass. The pre-alpha was in a bad way, to such an extent the advancement group struggled about regardless of whether it was prepared to demonstrate the outside world, however a NDA (Non-Disclosure Agreement) the analysers consented to kept video and screen captures of the early amusement from surfacing on the web. They enlisted 1,100 analysers for the sessions which included 6 hours of testing spread more than a few days, and around 600 individuals in the end took part.

Creating the HYPE

Before the actual launch the have to create a hype. Then they decided to lift the NDA. The lifting of the NDA additionally strengthened the feeling of restrictiveness for the centre network. They could stream and share what they were doing, and their crowd couldn't play immediately; they realized they must be welcome to participate. For the second alpha test Bluehole opened it up to the testers. The second alpha test likewise observed Bluehole enrol some outer groups to help recognize more streamers they could focus with keys, however they didn't have procure an agency to connect with those streamers. The reward for streamers should be something other than affirmation and responsiveness.

Access to the developers and the private discord and so forth is a piece of that compensate, but during the closed beta, Bluehole attempted to encourage them in different ways. For example, they included spray painting logos from huge numbers of their best streamers to the amusement. They additionally ran promotions including loyal fans and streamers' most engaging moments playing the game, distributed beta keys through streamers' channels, and followed up on streamer and player input as well as endeavoured to give them individual acknowledgment for their recommendations when they were followed up on.

Then, they introduced the game to mobile platform which can be more accessible to millions of customers. Then through bug fixes and modifications they conquered the global market. Here also the community snowballing and organising tournaments helped them to achieve their place.

3. DISCUSSION FORM

Marketing Strategy is a predominant factor that determines the effectiveness of a business. Here we discussed on the impact of PUBG on global market. PUBG turned the new way of playing battle royale games at finger tips. As per the discussions of the reviews, we saw that there is a wide acceptance for battle royale games which made PUBG the gamers favourites. From the developers point of view they didn't have any budget to promote the game. The uniqueness of the game made it a success in the global market with huge acceptance. We could observe that Bluehole was successful in laying out its strategies but it focussed more on maintaining its relations with the mid-tier streamers. And this resulted in the dominance of the all-time better battle royale game in the global market. The advanced gaming experience and rich content in the game made it a huge success. The concept of community snowballing was the one which made the marketing success of the PUBG with \$0 budget. The constant competition from games like Clash of clans, Fornite etc are the major challenges for PUBG but the major updates, new maps, bug fixes makes the game be the leader and the best game of 2018 according to Google Play. The discussion can be concluded stating that the gamers across the world are fascinated by the new game and the way it introduced into the global market also opens wide number of opportunities for upcoming developers also.

4. CONCLUSION

From most of the researches done we can see that PUBG is a new player in the market which is a huge success because of its features. Not any game can follow this strategy because the game needs to be unique. It must create an essence of addiction and interest in the mind of the people playing it. Apart from the normal battle royal games, PUBG provided something unique. The marketing strategy put forward by PUBG with \$0 investment is a quiet success. They showed the world how to play the game and created a need in the mind of the people to play the game. The "Community snowball" method is a huge success for them because of the uniqueness in the idea. We can conclude that these factors have led PUBG to a success path.

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