A COMPARATIVE STUDY ON THE CUSTOMER PREFERENCE TOWARDS ONLINE BETTING APPLICATIONS-BET365 AND DREAM 11 WITH SPECIAL REFERENCE TO KOTTAYAM AND THIRUVALLA

Dissertation submitted in partial fulfilment of the requirement for the award of

Bachelor's Degree in Commerce

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CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by ***JERIN P CHACKO*** *(Register No. 170021083260),* ***DEEPAK B JOHN*** *(Register No. 170021083246)****,*** ***JOHAN JOHN K*** *(Register No. 170021083269),* ***AMAL T ANISH*** *(Register No. 170021083226),* ***EPHRAIM JOSEPH*** *(Register No. 170021083249)of B.Com., Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.*

Faculty - in- Charge

Countersigned

Principal **Head of the Department**

DECLARATION

*We do hereby declare that the project titled "***A COMPARATIVE STUDY ON THE CUSTOMER PREFERENCE TOWARDS ONLINE BETTING APPLICATIONS-BET365 AND DREAM11 WITH SPECIAL REFERENCE TO KOTTAYAM AND THIRUVALLA** *" is a bonafide report of the project work undertaken by us in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer application) of Mahatma Gandhi University, under the guidance of* ***Mr. ABY ALEX WILLIAM****, Assistant Professor, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by us anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.*

Pathamuttom

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In partial fulfilment of the award of the B. Com Degree by Mahatma Gandhi University, it is mandatory for the regular students of B. Com of the university to prepare a project report to be submitted to the college/university.

First and foremost, we thank the ***Lord Almighty*** *who is the source of knowledge and one who guided us in all aspects to bring out this project.*

We thank ***Prof. M.C. Joseph, Principal*** *and* ***Mr. Anish B Bhaskaran, Assistant Professor*** *and* ***Academic Co-ordinator of Department of Commerce,*** *Saintgits College of Applied Sciences for their valuable support and encouragement in the preparation of the project.*

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Sports betting is the activity of predicting sports results and placing a wager on the outcome. The frequency of sports bet upon varies by culture, with the vast majority of bets being placed on association football, American football, basketball, baseball, hockey, track cycling, auto racing, mixed martial arts, and boxing at both the amateur and professional levels. Sports betting can also extend to non-athletic events, such as reality show contests and political elections, and non-human contests such as horse racing, greyhound racing, and illegal, underground cockfighting. It is not uncommon for sports betting websites to offer wagers for entertainment events such as the Grammy Awards, the Oscars, and the Emmy Awards.

Sports bettors place their wagers either legally, through a bookmaker/sports magazine, or illegally through privately run enterprises. The term "book" is a reference to the books used by wage brokers to track wagers, pay-outs, and debts. Many legal sports magazines are found online, operated over the Internet from jurisdictions separate from the clients they serve, usually to get around various gambling laws (such as the Unlawful Internet Gambling Enforcement Act of 2006 in the United States) in select markets, such as Las Vegas, Nevada, or on gambling cruises through self-serve kiosks. They take bets "up-front", meaning the bettor must pay the sports magazines before placing the bet. Illegal bookies, due to the nature of their business, can operate anywhere but only require money from losing bettors and don't require the wagered money up front, creating the possibility of debt to the bookie from the bettor. This creates a number of other criminal elements, thus furthering their illegality.

1.2 ABOUT DREAM 11

For any sports lover, a true on-field experience is as fascinating as it is rare! To give this dull reality a dreamy twist came Dream11, a fantasy sports platform that allowed millions of cricket fans in the country to finally have their own teams, albeit virtual!
Get your players geared up for some solid matches and put your sports gyaan to the grill. With Dream11, more than 6 Crore sports lovers are living their dreams, every day.

Dream11 is a fantasy sports platform based in India that allows users to play fantasy cricket, hockey, football, kabaddi and basketball. In April 2019, Dream11 became the first Indian gaming company to enter the ‘Unicorn Club’.

1.3 ABOUT BET365

Bet365 is an online gambling company offering sports betting and casino type games. Bet365 also offers an on-course bookmaking service.
For sports betting, Bet365 is licensed by the Government of Gibraltar (licence number: RGL 075) and regulated by the Gibraltar Gambling Commissioner. Bet365's casino, games and poker operations are licensed and regulated by the Government of Gibraltar too. The Australian business is regulated and licensed by the Northern Territory Government. In addition to the company headquarters in Stoke-on-Trent, Bet365 have further offices in Manchester, Gibraltar, Malta, Bulgaria and Australia.

1.4 STATEMENT OF THE PROBLEM

The research problem is the study on customer satisfaction between **dream 11** and **bet 365** among customers. The purpose of the study is to find out the customer satisfaction in dream 11 and bet 365 and to find out various reasons behind it. So, this study helps to reveal satisfaction of the customers toward this betting apps and also the money and requirements offered by them and to examine, the security provided, protection of the money, the services offered to them.

1.5 OBJECTIVES OF THE STUDY

1. To examine the various factors that affect the choice between bet365 and dream11
2. To access the user satisfaction between these two apps
3. To suggest methods by which user satisfaction can be improved
4. Comparison between Bet365 and dream11
5. To study the increased use of betting apps in Thiruvalla/ Kottayam.

1.6 SCOPE OF THE STUDY

1. The study was conducted among 50 samples.
2. Survey was conducted in Kottayam/ Thiruvalla.
3. Sample includes students and other people of various sectors in Kottayam/Thiruvalla area.
4. There is an overview of the consumers attraction towards both Dream 11 and Bet365.

1.7 METHODOLOGY OF THE STUDY

The study based in primary data. Primary data is collected from a sample of 80 students and interested parties in Kottayam and Thiruvalla using google forms. Collected data has been analysed using percentage analysis.

1.8 LIMITATIONS OF THE STUDY

- Sample size is limited to 80
- Sample are taken from limited area
- The inherent limitations involved in questionnaire method affected the study.
- Even though the respondents were willing they were busy and don't have adequate time to spend with the researchers to supply all the relevant details
- The study is purely sample study and suffers from limitations of sample study

CHAPTERIZATION

CHAPTER-1 Introduction

CHAPTER-2 Review Of Literature

CHAPTER-3 Theoretical Framework

CHAPTER-4 Data Analysis And Interpretation

CHAPTER-5 Findings, Suggestions & Conclusions

CHAPTER 2
REVIEW OF LITERATURE

2.1 LITERATURE REVIEW

A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.
Literature reviews are secondary sources, and do not report new or original experimental work.

1.In-Play Sports Betting: a Scoping Study

By: Elizabeth A. Killick1&Mark D. Griffiths

Technology has changed the nature of gambling practices over the last decade and is continuing to do so. The online sports betting industry has become a rapidly growing sector of the global economy, with online sports betting contributing 37% of the annual online gambling market in Europe. There has been an integration of social and technological processes that has enabled the cultural saliency of contemporary online betting. One of the more newly introduced forms of online sports betting is in-play sports betting behaviour (the betting on events within a sporting event such as football and cricket). In-play sports betting features (such as ‘cash out’) are increasing in popularity amongst online gambling operators. A scoping study was carried out examining the evolution of this new form of gambling practice which included both a systematic literature review and the examination of 338 online gambling websites that offered sports betting. The present study identified a comprehensive list of what in-play betting features are currently being offered on online gambling websites as well as other information concerning in-play sports betting. A total of 16 academic papers and two ‘grey literature’ reports and were identified in the systematic review. Out of 338 online gambling websites that were visited, 26% of these offered at least on in-play betting feature. Results from the systematic review suggest that in-play sports betting has the potential to be more harmful than other ways of gambling because of the inherent structural characteristics.

2.

SPORTS BETTING RESEARCH: LITERATURE REVIEW

By: Professor Catherine Palmer, School of Social Sciences, University of Tasmania

In Western countries such as Australia, Canada and New Zealand, betting on sporting events, fixtures and results, particularly through the Internet, is becoming increasingly prevalent. In Australia, sports betting appears to be the fastest growing form of gambling, where it has almost doubled in popularity over the last decade (Gainsbury, et al, 2013a). In 2011, it was estimated that the revenue generated by sports betting in Australia alone topped $600 million, up from $264 million in 2006. Sports betting has also been associated with a rise in problem gambling, with an Australian clinic estimating a 70% increase in the number of young males presenting with gambling problems (Horn, 2011; Thomas, Lewis et al. 2012, p.146). Anecdotally, evidence also suggests that sports fans are irritated at what they perceive to be an encroachment on their enjoyment of the game through the presence of betting-related promotions during live broadcasts of, most notably, Australian Rules football and cricket matches, as well as perceived associations between sports betting, match fixing and wider issues of corruption in sport. Despite such concerns, little is known about the potential impacts, costs and consequences of sports betting, particularly for vulnerable groups and individuals in the community.

In November, 2013, the Gambling Support Program, through the Tasmanian Department of Health and Human Services, commissioned Professor Catherine Palmer from the School of Social Sciences at the University of Tasmania to undertake research into the proliferation, trends, and risks, particularly to vulnerable groups, of sports betting and its promotion in Australia and internationally.

The first part of the research, described in this report, involves a systematic review of the literature so as to build an evidence base into the nature, prevalence, experience (positive and negative), costs and consequences of sports betting.

3.

A STATISTICAL APPROACH TO SPORTS BETTING
By Altmann, (City University London)

While gambling on sports fixtures is a popular activity, for the majority of gamblers it is not a profitable one. In order to make a consistent profit through gambling, one of the requirements is the ability to assess accurate probabilities for the outcomes of the events upon which one wishes to place bets. Through experience of betting, familiarity with certain sports and a natural aptitude for estimating probabilities, a small number of gamblers are able to do this. This thesis also attempts to achieve this but through purely scientific means. There are three main areas covered in this thesis. These are the market for red and yellow cards in Premier League soccer, the market for scores in American football (NFL) and the market for scores in US Basketball (NBA). There are several issues that must be considered when attempting to fit a statistical model to any of these betting markets. These are introduced in the early stages of this thesis along with some previously suggested solutions. Among these, for example, is the importance of obtaining estimates of team characteristics that reflect the belief that these characteristics adjust over time. It is also important to devise measures of evaluating the success of any model and to be able to compare the predictive abilities of different models for the same market. A general method is described which is suitable for modelling the sporting markets that are featured in this thesis. This method is adapted from a previous study on UK soccer results and involves the maximisation of a likelihood function. In order to make predictions that have any chance of competing with the odds supplied by professional bookmakers, this modelling process must be expanded to reflect the idiosyncrasies of each sport. With the market for red and yellow cards in Premier League soccer matches, in addition to considering the characteristics of the two teams in the match, one must also consider the effect of the referee. It is also discovered that the average booking rate for Premier League soccer matches varies significantly throughout the course of a season. The unusual scoring system used in the NFL means that a histogram of the final scores for match results does not resemble any standard statistical distribution. There is also a wealth of data available for every NFL match besides the final score.

It is worth investigating whether by exploiting this additional past data, more accurate predictions for future matches can be obtained. The analysis of basketball considers the busier schedule of games that NBA teams face, compared to NFL or Premier League soccer teams. The result of one match may plausibly be affected by the number of games that the team has had to play in the days immediately before the match. Furthermore, data is available giving the scores of the game at various stages throughout the match. By using this data, one can assess to what extent, and in which situations, the scoring rate varies during a match. These issues, among many others, are addressed during this thesis. In each case a model is devised and a betting strategy is simulated by comparing model predictions with odds that were supplied by professional bookmakers prior to fixtures. The limitations of each model are discussed and possible extensions of the analysis are suggested throughout.

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 BETTING

Betting is the action of gambling money, possessions, time, or something else on the outcome of something, such as a game or race. In other words, the act or practice of playing games of chance for a stake; usually money. We can also, in most cases, use the word ‘gambling’ with the same meaning.

The verb, to bet, means to gamble. People all over the world have been betting on the outcomes of things for thousands of years. Six-sided dice existed in Mesopotamia about 3000 B.C., i.e., 5000 years ago.

Individuals involved in betting risk losing something, depending on the outcome of, for example, a horse race. However, they also have a chance of winning something. In most cases, if they win, they get back more than their stake.

3.2 LEGAL BETTING

Gambling (also known as betting) is the wagering of money or something of value (referred to as "the stakes") on an event with an uncertain outcome, with the primary intent of winning money or material goods. Gambling thus requires three elements to be present: consideration (an amount wagered), risk (chance), and a prize. The outcome of the wager is often immediate, such as a single roll of dice, a spin of a roulette wheel, or a horse crossing the finish line, but longer time frames are also common, allowing wagers on the outcome of a future sports contest or even an entire sports season.
The term "gaming" in this context typically refers to instances in which the activity has been specifically permitted by law.

The two words are not mutually exclusive; i.e., a "gaming" company offers (legal) "gambling" activities to the public and may be regulated by one of many gaming control boards, for example, the Nevada Gaming

Control Board. However, this distinction is not universally observed in the English-speaking world. For instance, in the United Kingdom, the regulator of gambling activities is called the

Gambling Commission (not the Gaming Commission). The word gaming is used more frequently since the rise of computer and video games to describe activities that do not necessarily involve wagering, especially online gaming, with the new usage still not having displaced the old usage as the primary definition in common dictionaries. "Gaming" has also been used to circumvent laws against "gambling". The media and others have used one term or the other to frame conversations around the subjects, resulting in a shift of perceptions among their audiences.

Gambling is also a major international commercial activity, with the legal gambling market totalling an estimated $335 billion in 2009. In other forms, gambling can be conducted with materials which have a value, but are not real money. For example, players of marbles games might wager marbles, and likewise games of Pogs or Magic: The Gathering can be played with the collectible game pieces (respectively, small discs and trading cards) as stakes, resulting in a meta-game regarding the value of a player's collection of pieces.

3.3 ILLEGAL BETTING

Illegal betting(gambling) changes across the years as states and the federal government provide more opportunity for games of chance that do not involve any skill or talent to take root in certain locations in the United States. However, illegal gambling is still a problem that some engage in and for which law enforcement can arrest a person or group.

Generally, when someone engages in gambling activities where the outcome has a basis of chance rather than skill, there are at least a few participants and there is a wager with monetary exchange, it is gambling. When this occurs through wired communication, with over twenty or 30 people and there is a chance that money is lost, it can become illegal. Most states have a different definition and can call something illegal or change state laws to encompass a different type of game or event. If the activity includes something that the state or federal laws do not currently cover, it can become illegal quickly.

3.4 COMPANY PROFILE

Dream 11

Dream11 is a fantasy sports platform based in India that allows users to play fantasy cricket, hockey, football, kabaddi and basketball. In April 2019, Dream11 became the first Indian gaming company to enter the 'Unicorn Club'.

HISTORY

Dream11 was co-founded 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.[8][9] 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, Steadview Capital completed secondary investment in Dream11. Apart from Steadview, 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

LEGALITY

In 2017, a case was registered against the company in an Indian High Court. The court, in its ruling, stated that playing the Dream11 game involves superior knowledge, judgement and attention. The Court also held that 'the element of skill' had a predominant influence on the outcome of the Dream11 game. However, the law does not allow Fantasy Sports in few Indian States like Assam, Odisha and Telangana.

A challenge to this judgement was filed with the Supreme Court of India, which dismissed the appeal. The judgement provided legality to the company and allowed them to run their operations throughout the country.

Despite it being adjudged to be a "game of skill", experts believe that the company operates in the country's regulatory "grey area".

PARTNERSHIPS

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.

BRAND AMBASSADORS

Cricketer & Ex-Indian Captain Mahendra Singh Dhoni is the brand ambassador of Dream11 and launched the “Dimaag se Dhoni” media campaign during the 2018 Indian Premier League. The company had first signed commentator Harsha Bhogle as their brand ambassador in 2017.For 2019 IPL, Dream11 signed up seven cricketers and partnered with seven Indian Premier League franchise as part of its multi-channel marketing campaign.

3.5 Bet 365

Bet365 Group Ltd (trading as "bet365") is a British online gambling company based in the United Kingdom. Bet365 has more than 35 million customers globally. The Group employs around 4300 people.

Bet365 is an online gambling company offering sports betting and casino type games. Bet365 also offers an on-course bookmaking service.[citation needed]

For sports betting, Bet365 is licensed by the Government of Gibraltar (licence number: RGL 075) and regulated by the Gibraltar Gambling Commissioner. Bet365's casino, games and poker operations are licensed and regulated by the Government of Gibraltar too. The Australian business is regulated and licensed by the Northern Territory Government. In addition to the company headquarters in Stoke-on-Trent, Bet365 have further offices in Manchester, Gibraltar, Malta, Bulgaria and Australia.

Bet365 is a trading name of Hillside (New Media) Ltd and operations including payments through the affiliate programme are carried out under that name.

Chairman Peter Coates also has the same position at Stoke City and in May 2012 Bet365 signed a three-year contract with the club to become shirt sponsors. In April 2016, the company became the new title sponsors for the club's stadium for the next six seasons, replacing fellow local enterprise the Britannia Building Society. In the summer of 2016, Bet365 also signed shirt sponsorship deals with Bulgarian clubs Ludogorets Razgrad and Slavia Sofia for the upcoming two seasons.

HISTORY

Bet365 was founded in 2000 in a portakabin in Stoke-on-Trent by Denise Coates. Denise developed a sports betting platform and trading team to launch the business online in March 2001. The business borrowed £15 million from RBS against the family's betting shop estate which had been started by Peter Coates in 1974 and had been run by Denise Coates as managing director from 1995. Bet365 sold its betting shop chain in 2005 for £40 million to Coral and paid off its loan to RBS.Bet365 has grown into one of the world's largest online gambling companies with its reported figures to March 2018 showing amounts wagered on sports at £52.56 billion, revenues of £2.86 billion and an operating profit of £660.3 million.

Denise Coates, joint chief executive, continues to run Bet365 and is the majority shareholder with 50.1% of the shares. Her brother John, joint chief executive, runs the business alongside her, with her father Peter holding the position of chairman.

CHAPTER 4

DATA ANALYSIS AND INTREPRETATION

Table 4.1

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE

Options	Number of respondents	Percentage
20-30	71	88.8%
30-40	7	8.8%
40-50	1	1.2%
Above 50	1	1.2%

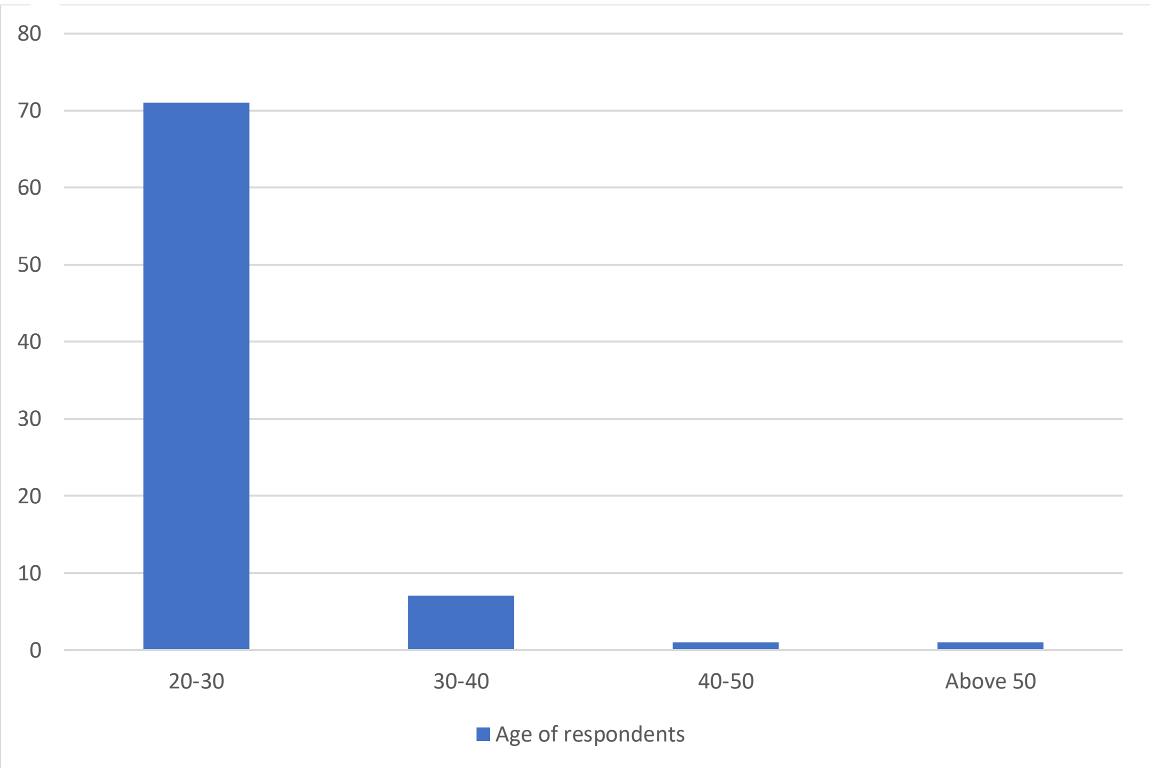
Source: Primary data

INTERPRETATION

The above table gives a clear picture of the age of respondents out of 80 respondents, 88.8% respondents fall under the group of 20-30, 8.8% of the respondents belongs to the group of 30-40, 1.2% of the respondents belongs to the group of 40-50, while remaining 1.2% belongs to the group of above 50.

Figure 4.1

AGE OF RESPONDENTS



Source: Table 4.1

TABLE 4.2

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION

Options	Number of respondents	Percentage%
Student	60	75%
Government	6	7.5%
Private	11	13.7%
Others	3	3.7%

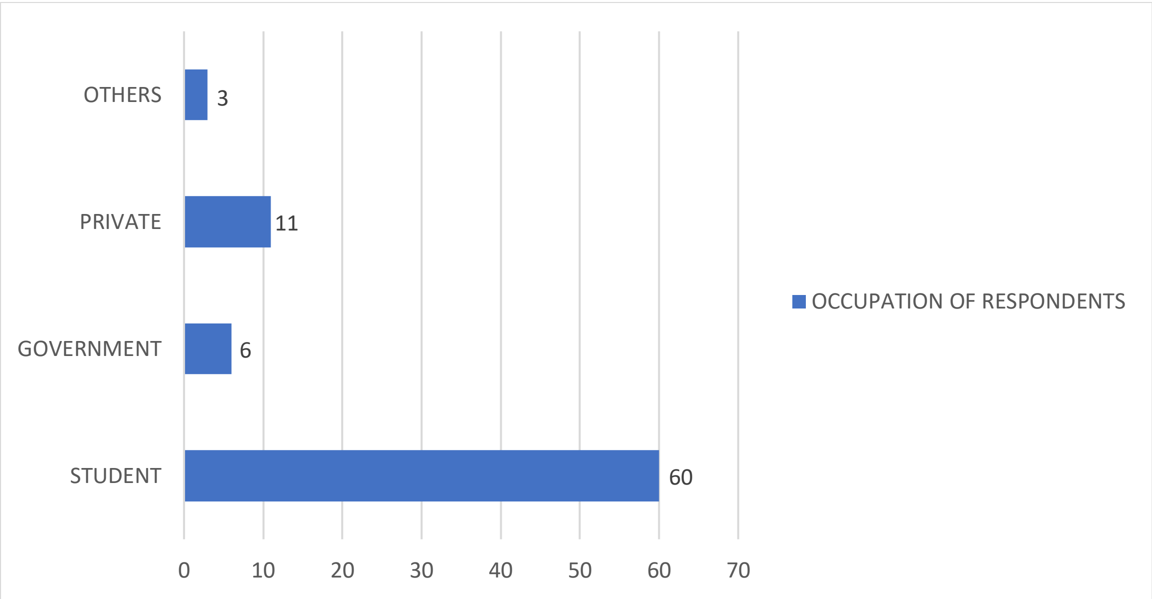
Source: Primary data

INTERPRETATION

The above table gives a clear picture of the occupation of respondents out of 80 respondents, 75% respondents fall under the group of students, 7.5% of the respondents belongs to the group of government,13.7% of the respondents belongs to the group of private, while remaining 3.7% belongs to the group of others.

Figure 4.2

OCCUPATION OF RESPONDENTS



Source: Table 4.2

TABLE 4.3

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MONTHLY INCOME

Options	Number of respondents	Percentage
10000	50	62.5%
10000-20000	9	11.3%
20000-30000	6	7.5%
Above 30000	15	18.8%

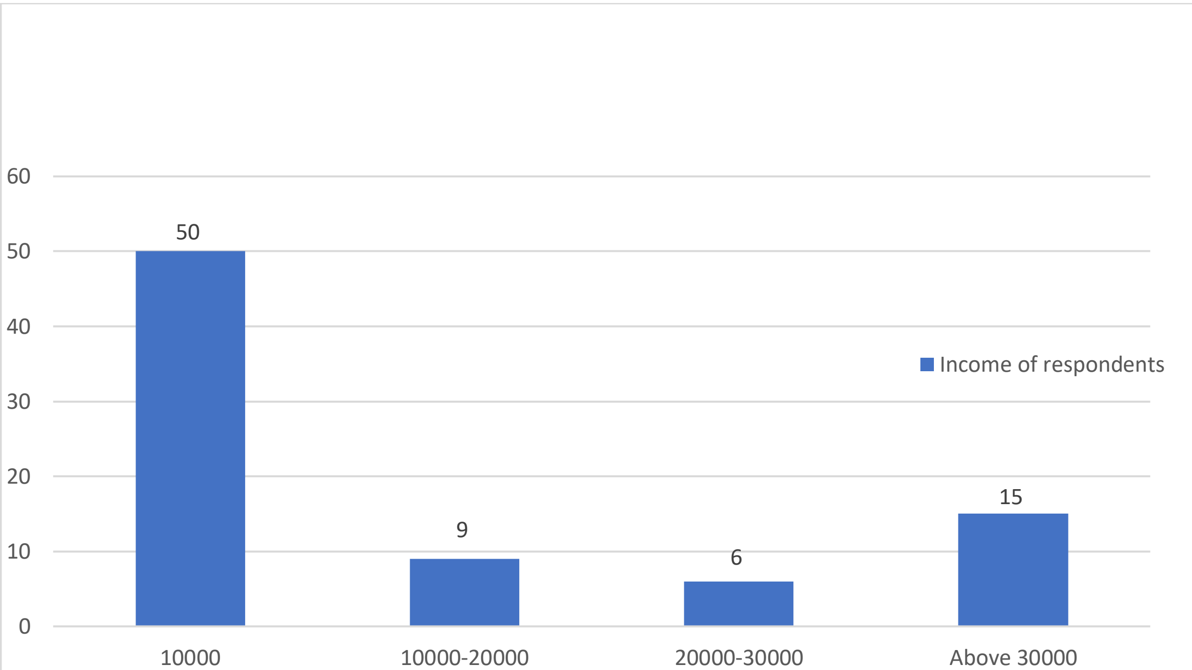
Source: Primary data

INTERPRETATION

The above table gives a clear picture of the monthly income of respondents out of 80 respondents, 62.5% respondents fall under the group of 10000, 11.3% of the respondents belongs to the group of 10000-20000,7.5% of the respondents belongs to the group of 20000-30000, while remaining 18.8% belongs to the group of above 30000.

Figure 4.3

MONTHLY INCOME OF RESPONDENTS



Source: Table 4.3

TABLE 4.4

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF LOCATION

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE
Thiruvalla	42	52.5%
Kottayam	38	47.5%

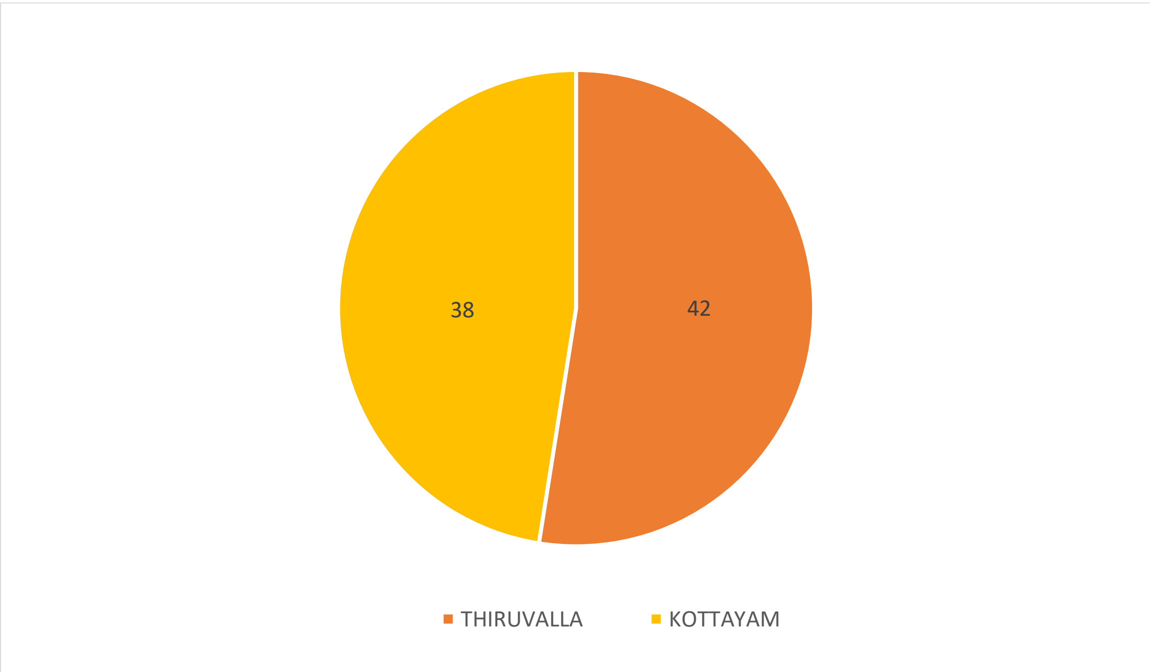
Source: Primary data

INTERPRETATION

The above table gives a clear picture of the location of respondents out of 80 respondents, 52.5% respondents are from Thiruvalla, while remaining 47.5% belongs to Kottayam.

FIGURE 4.4

LOCATION OF RESPONDENTS



Source: Table 4.4

TABLE 4.5
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AWARENESS OF BETTING APPLICATIONS

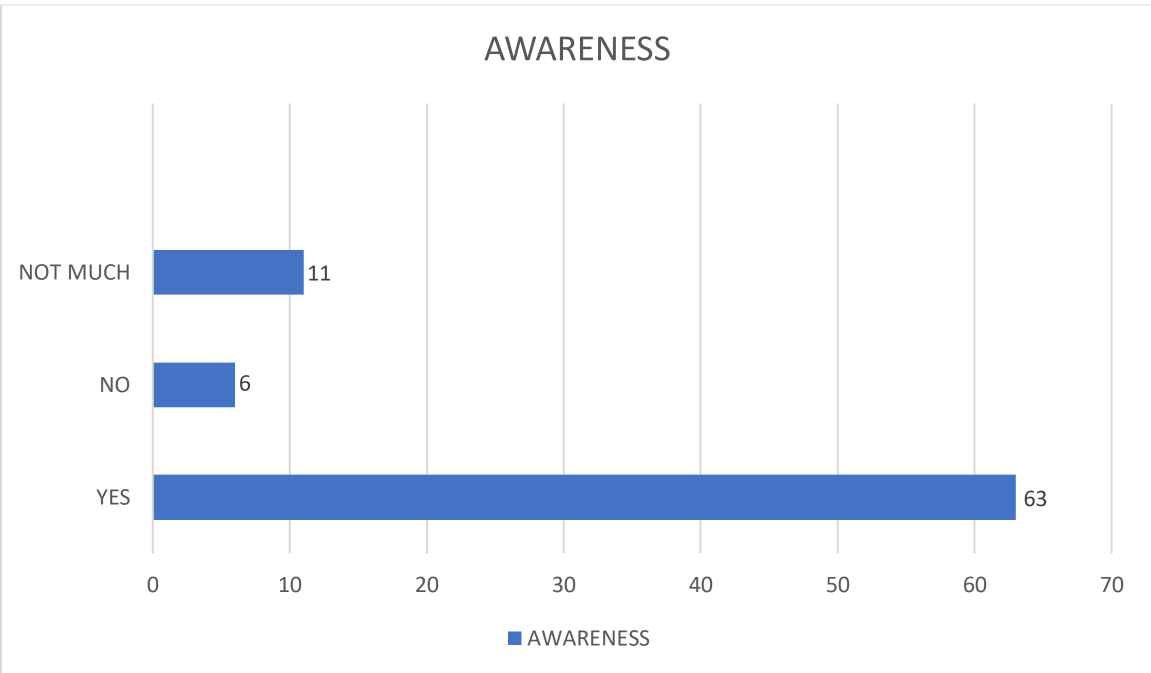
Option	Number of respondents	Percentage
Yes	63	78.8%
No	6	7.5%
Not much	11	13.7%

Source: Primary data

INTERPRETATION

The above table gives a clear picture regarding awareness of respondents on betting apps, out of 80 respondents, 78.8% respondents fall under the group of yes , 7.5% of the respondents belongs to the group no, while remaining 13.7% belongs to the group of not much.

FIGURE 4.5
AWARENESS OF RESPONDENTS ON BETTING APPS



Source: Table 4.5

TABLE 4.6

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF USER-FRIENDLY APPS

Options	**Number of respondents**	**Percentage**
Dream11	59	73.8%
Bet 365	21	26.3%

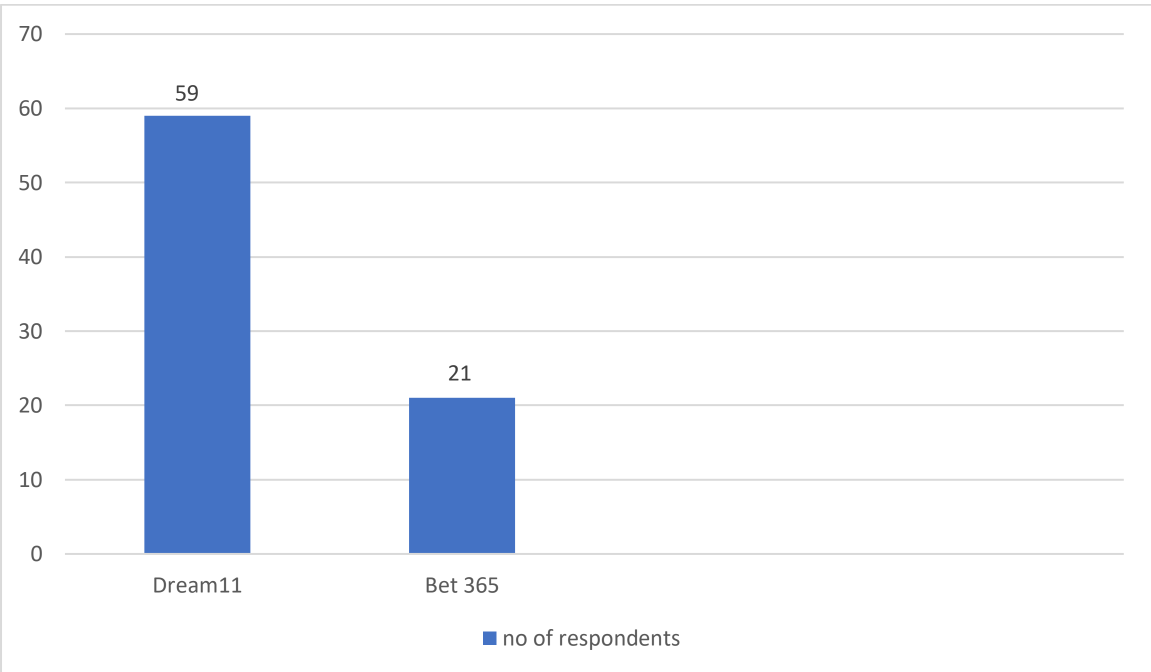
Source: Primary data

INTERPRETATION

The above table gives a clear picture regarding the user friendly apps of respondents, out of 80 respondents, 73.8% respondents fall under the group of dream 11, while remaining 26.3% belongs to the group of bet 365.

FIGURE 4.6

USER-FRIENDLY APPLICATION



Source: Table 4.6

TABLE 4.7

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FREQUENCY OF USING APPS

Options	Number of respondents	Percentage
On a regular basis	6	7.5%
During matches	32	40%
Rarely	24	30%
Never use	18	22.5%

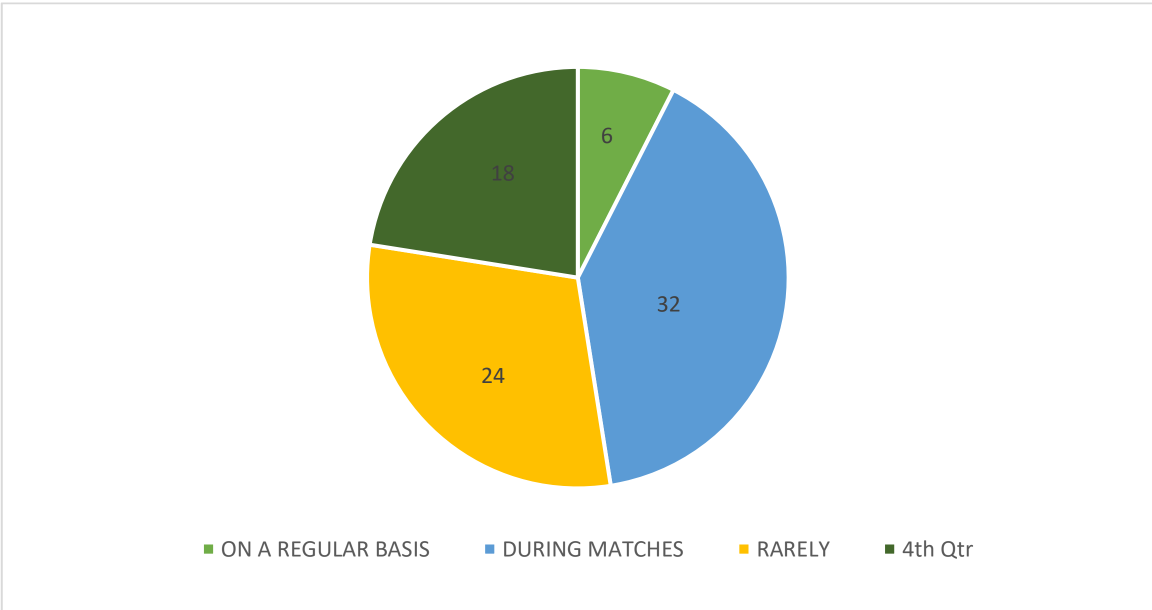
Source: Primary data

INTERPRETATION

The above table gives a clear picture of how frequently the apps are used by respondents, out of 80 respondents, 7.5% of respondents use the app on a regular basis, 40% of the respondents use during matches,30% rarely use, while remaining 22.5% of respondents never use the app.

FIGURE 4.7

FREQUENCY OF USING THE APPS



Source: Table 4.7

TABLE 4.8

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AMOUNT SPEND ON BETTING

Options	Number of respondents	Percentage
100-500	48	60%
500-1000	19	23.7%
1000-2500	9	11.3%
2500-5000	3	3.7%
More than 5000	1	1.2%

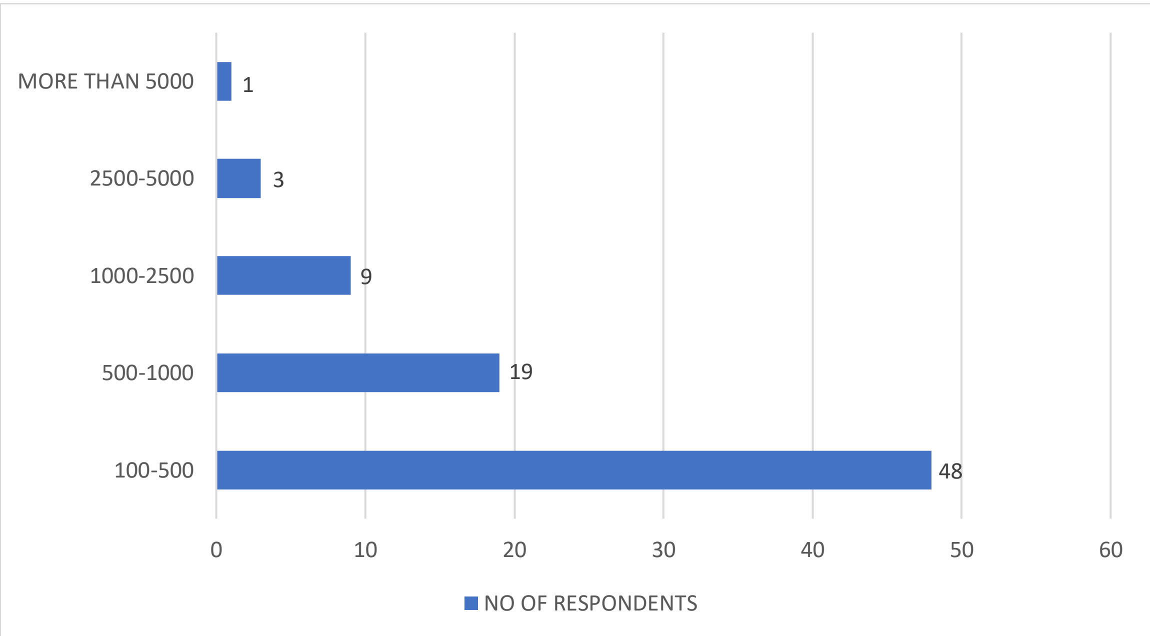
Source: Primary data

INTERPRETATION

The above table gives a clear picture of the amount spend on betting of respondents out of 80 respondents, 60% respondents fall under the group of 100-500, 23.7% of the respondents belongs to the group of 500-1000,11.3% of the respondents belongs to the group of 1000-2500,3.7% of the respondents belong to the group of 2500-5000, while remaining 1.2% belongs to the group of more than 5000.

FIGURE 4.8

AMOUNT SPEND ON BETTING



Source: Table 4.8

TABLE 4.9

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PERCENTAGE OF INCOME USED FOR BETTING.

Options	Number of respondents	Percentage
Below 5%	39	48.8%
Above 5%	10	12.5%
Can't say	31	38.7%

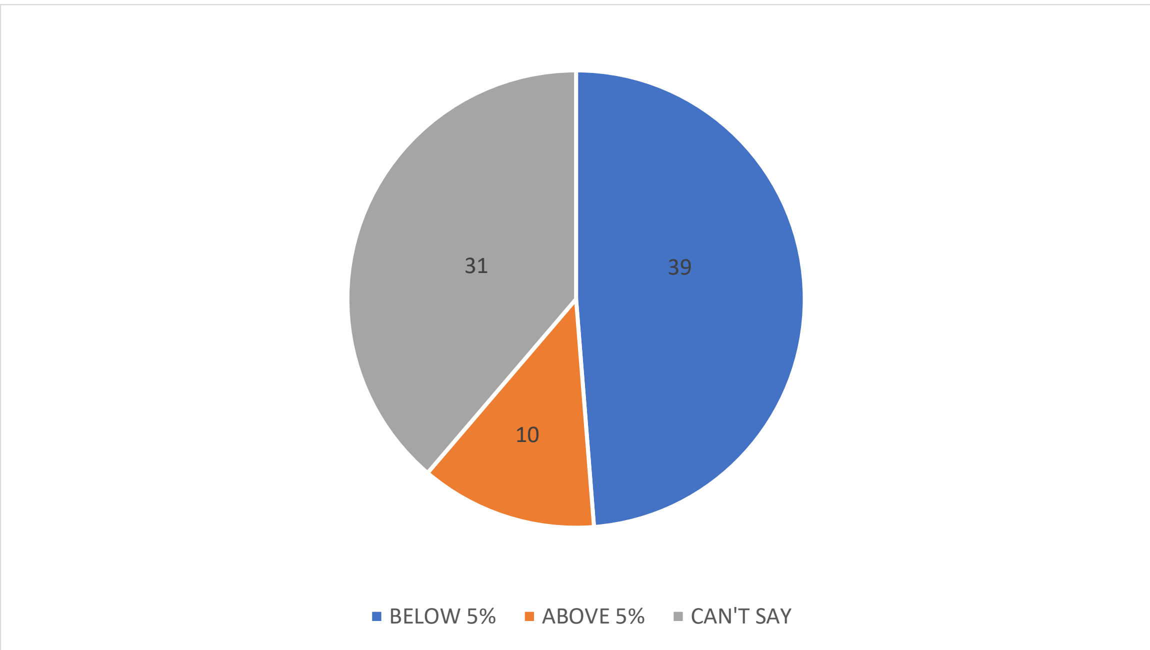
Source: Primary data

INTERPRETATION

The above table gives a clear picture of percentage of income used for betting by respondents, out of 80 respondents, 48.8% of respondents belongs to the group below 5%, 12.5% of the respondents belongs to the group above 5%, while remaining 38.7% of respondents belong to the group can't say.

FIGURE4.9

PERCENTAGE OF INCOME USED FOR BETTING.



Source: Table 4.9

TABLE 4.10

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BEST CUSTOMER SERVICE PROVIDED BY THE APPS.

Option	Number of respondents	Percentage
Bet 365	21	26.3%
Dream 11	59	73.8%

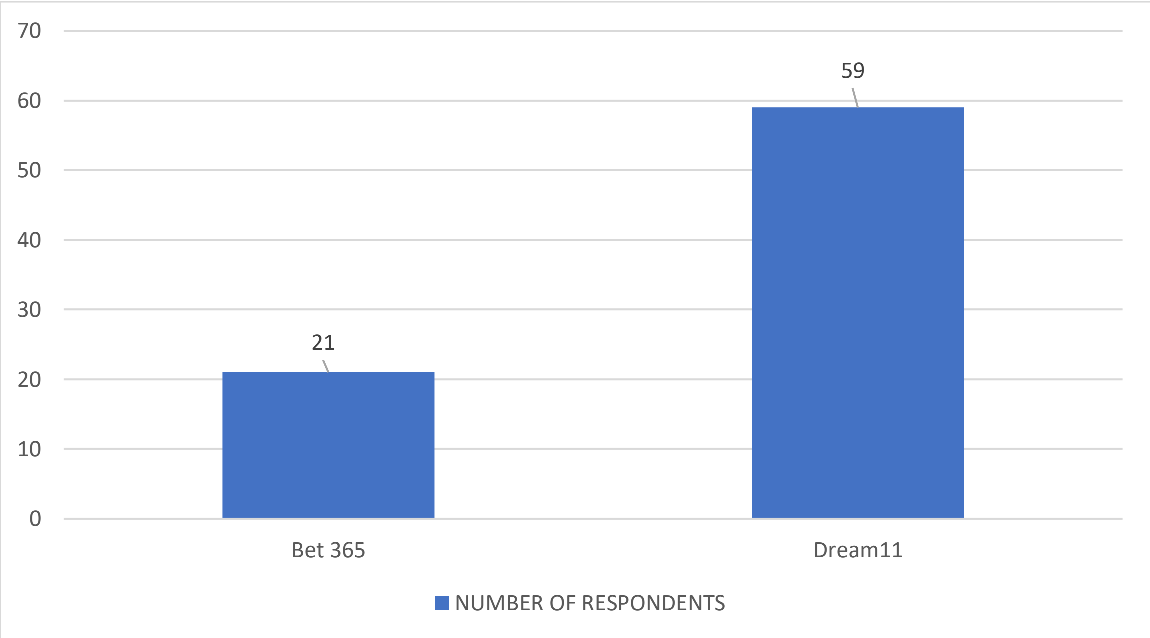
Source: Primary data

INTERPRETATION

The above table gives a clear picture of best customer service providing apps by respondents, out of 80 respondents,26.3% of respondents belongs to the group bet365 and the remaining 73.8% belongs to the group dream 11.

FIGURE 4.10

BEST SERVICE PROVIDING APP.



Source: Table 4.10

TABLE 4.11

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF APPS USED BY FRIENDS

Options	**Number of respondents**	**Percentage**
Bet 365	24	30%
Dream11	56	70%

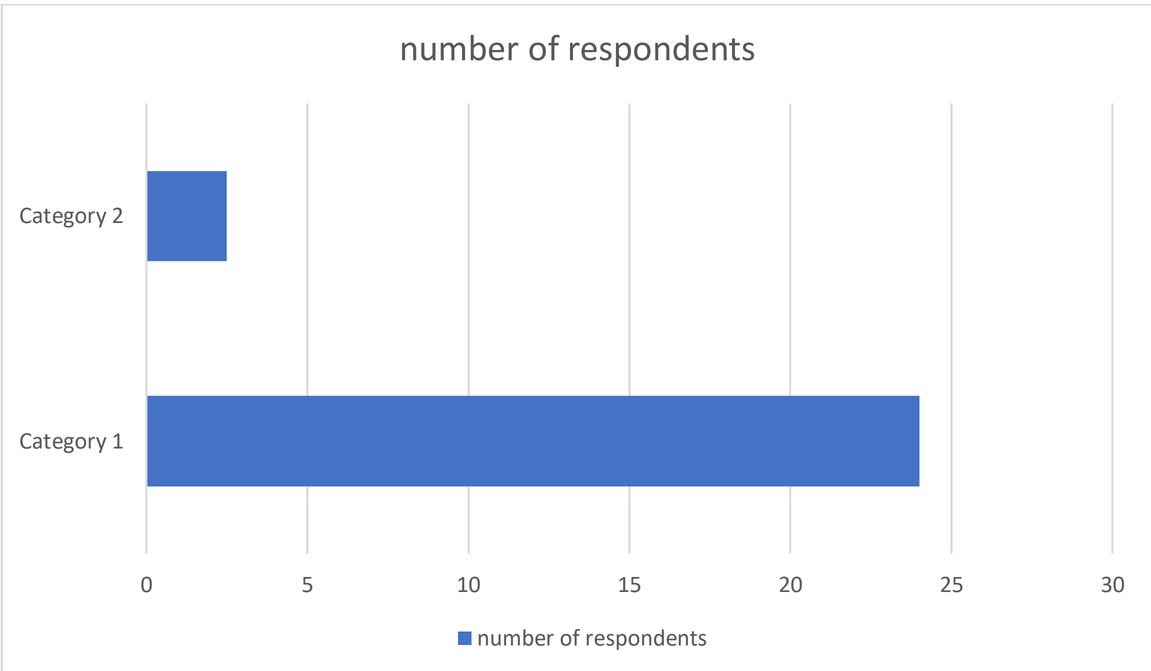
Source: Primary data

INTERPRETATION

The above table gives a clear picture of apps used by friends of respondents, out of 80 respondents,30% of respondents belongs to the group bet365 and the remaining 70% belongs to the group dream 11.

FIGURE 4.11

APPS USED BY FRIENDS OF RESPONDENTS.



Source: Table 4.11

TABLE4.12
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF APPS THAT OFFERS DIRECT BANK TRANSFER OF WINNING AMOUNT.

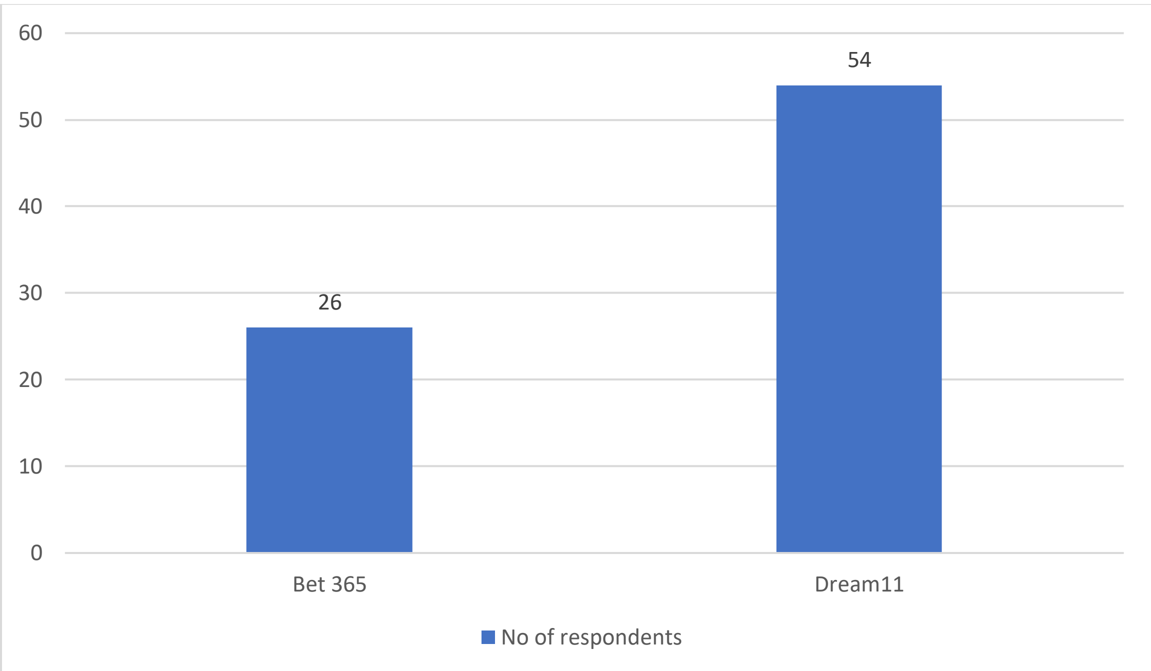
Option	Number of respondents	Percentage
Bet 365	26	32.5%
Dream 11	54	67.5%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of apps that offers direct bank transfer of winning amount, out of 80 respondents,32.5% of respondents belongs to the group bet365 and the remaining 67.5% belongs to the group dream 11.

FIGURE 4.12
APPS THAT OFFERS DIRECT BANK TRANSFER OF WINNING AMOUNT.



Source: Table 4.12

TABLE 4.13
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MORE ATTRACTIVE LAYOUT AND DESIGN.

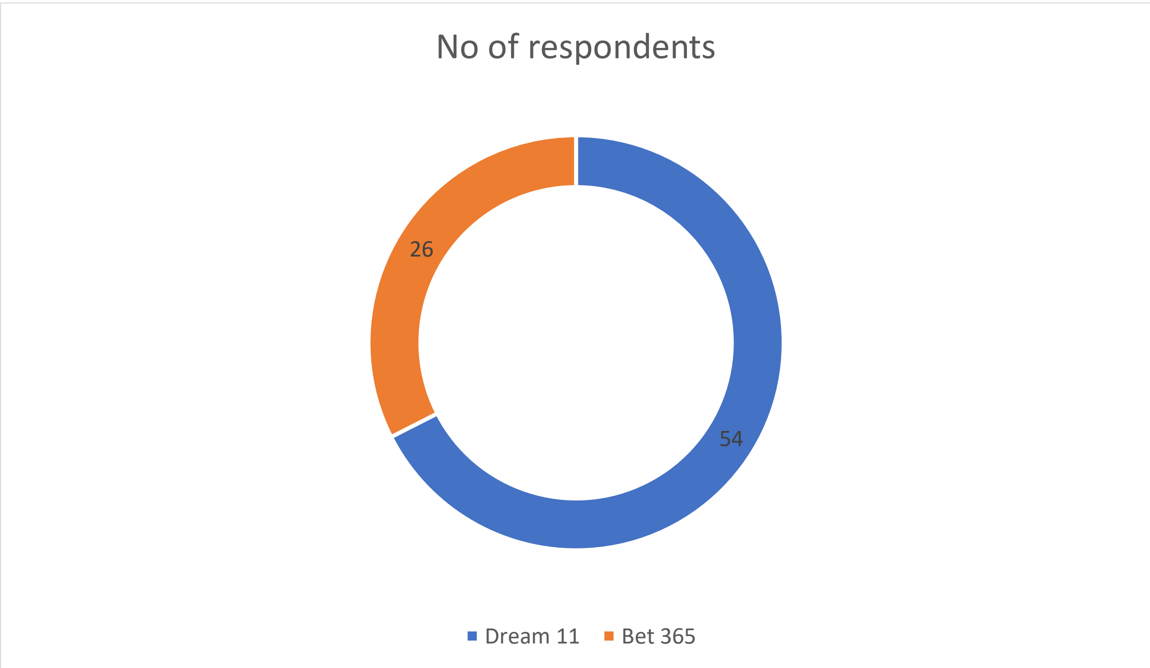
Option	Number of respondents	Percentage
Dream 11	54	67.5%
Bet 365	26	32.5%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of apps having more attractive layout and design, out of 80 respondents,32.5% of respondents belongs to the group bet365 and the remaining 67.5% belongs to the group dream 11.

FIGURE 4.13
APPS HAVING MORE ATTRACTIVE LAYOUT AND DESIGN.



Source: Table 4.13

TABLE 4.14

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF CHANCE OF USING AFTER LOSING SEVERAL TIMES.

Options	Number of respondents	Percentages
Yes	21	26.3%
No	15	18.8%
May be	44	55%

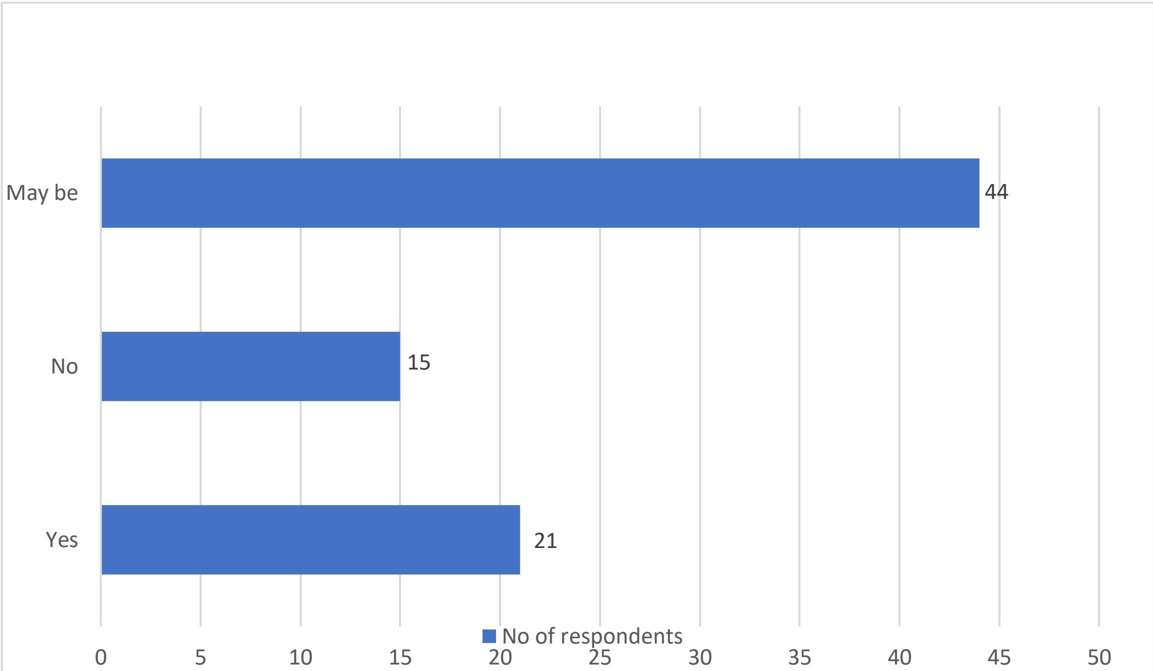
Source: Primary data

INTERPRETATION

The above table gives a clear picture of chance of using after losing several times, out of 80 respondents,26.3% of respondents belong to the group yes,18.8% belongs to the group no and the remaining 55% belongs to the group may be.

FIGURE 4.14

CHANCE OF USING BETTING APPS AFTER LOSING SEVERAL TIMES



Source: Table 4.14

TABLE 4.15

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF REASON FOR USING BETTING APPS.

Options	Number of respondents	Percentage
To earn money	17	21.3%
For entertainment	33	41.3%
For the craze of sports	24	30%
Easy way to earn money	6	7.5%

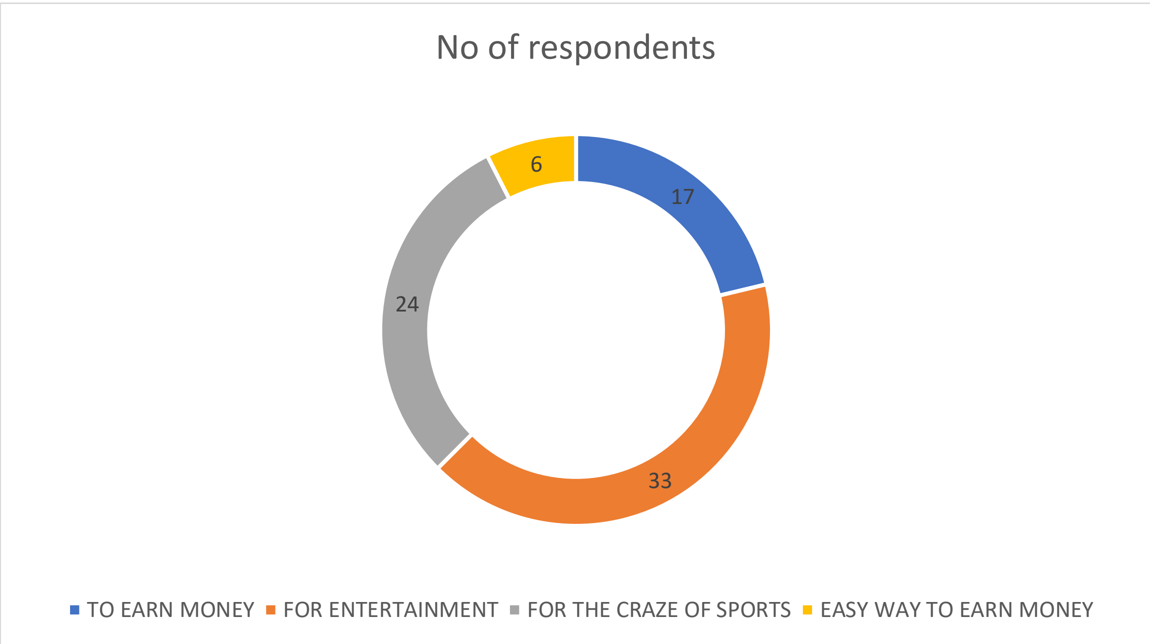
Source: Primary data

INTERPRETATION

The above table gives a clear picture of reason for using the betting apps, out of 80 respondents, 21.3% of respondents use the app to earn money, 41.3% of the respondents use for entertainment,30% use for the craze of sports, while remaining 7.5% of respondents use the app as an easy way to earn money.

FIGURE 4.15

REASON FOR USING BETTING APPS.



Source: Table 4.15

TABLE 4.16
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOURCE TO KNOW ABOUT BETTING APPS.

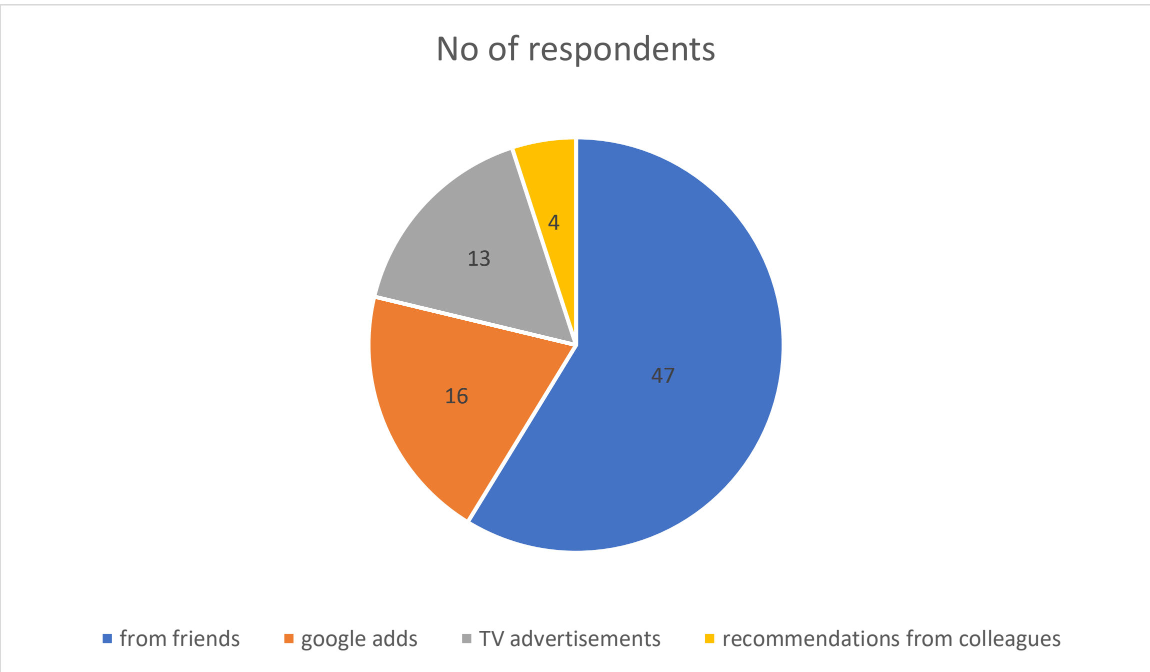
Options	Number of respondents	Percentage
From friends	47	58.8%
Google ads	16	20%
Tv advertisements	13	16.2%
Recommendations from colleagues	4	5%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of source to know about betting apps of respondents out of 80 respondents, 58.8% respondents fall under the group of from friends, 20% of the respondents belongs to the group google ads 16.2% of the respondents belongs to the group tv advertisements, while remaining 5% belongs to the group recommendations from colleagues .

FIGURE 4.16
SOURCE TO KNOW ABOUT BETTING APPS.



Source: Table 4.16

TABLE 4.17
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF RECOMMENDATIONS TO FRIENDS AND COLLEAGUES.

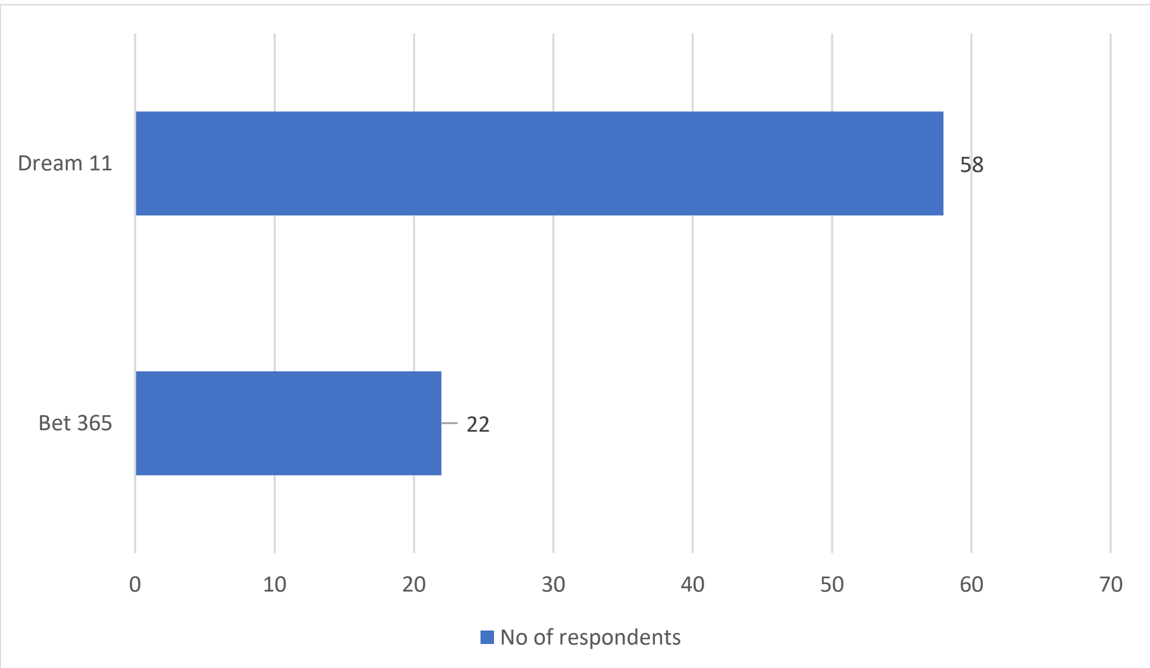
Options	Number of respondents	Percentage
Bet 365	22	27.5%
Dream11	58	72.5%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of recommendations to friends and colleagues, out of 80 respondents,27.5% of respondents belongs to the group bet365 and the remaining 72.5% belongs to the group dream 11.

FIGURE 4.17
APPS RECOMMENDATIONS TO FRIENDS AND COLLEAGUES.



Source: Table 4.17

TABLE 4.18
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EFFECTS ON NORMAL LIFE.

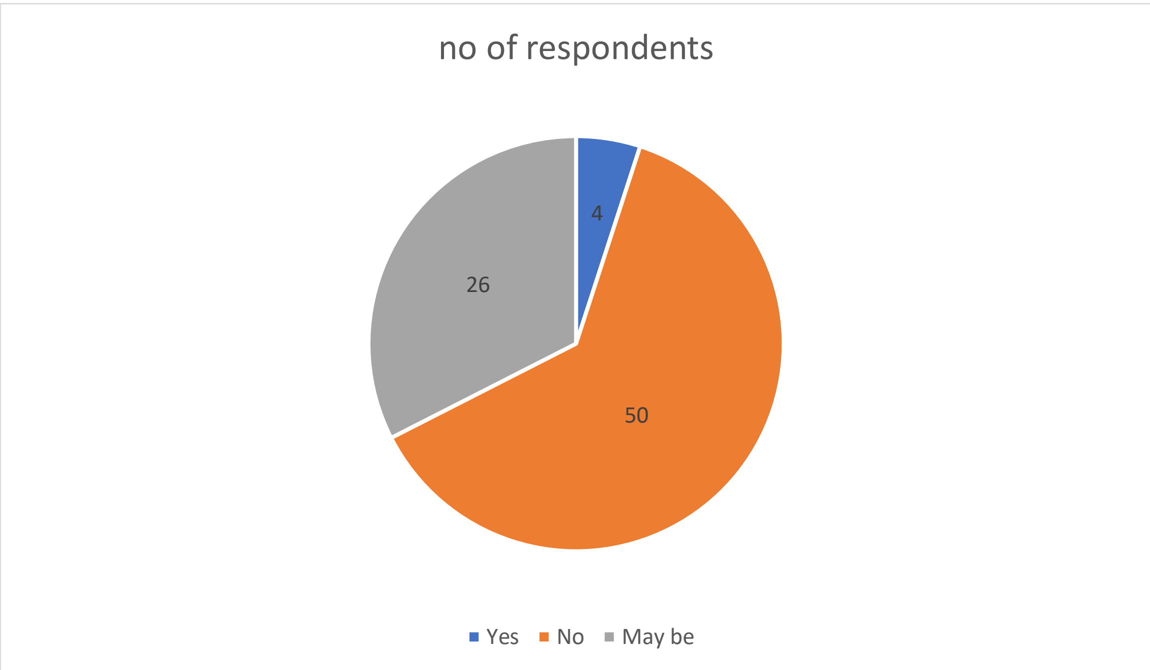
Options	Number of respondents	Percentage
Yes	4	5%
No	50	62.5%
May be	26	32.5%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of effects on normal life, out of 80 respondents,5% of respondents belongs to the group yes, 62.5% belongs to the group no and the remaining 32.5% belongs to the group may be.

FIGURE 4.18
EFFECTS ON NORMAL LIFE.



Source: Table 4.18

TABLE4.19
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MOST IRRITATING THING WHILE BETTING.

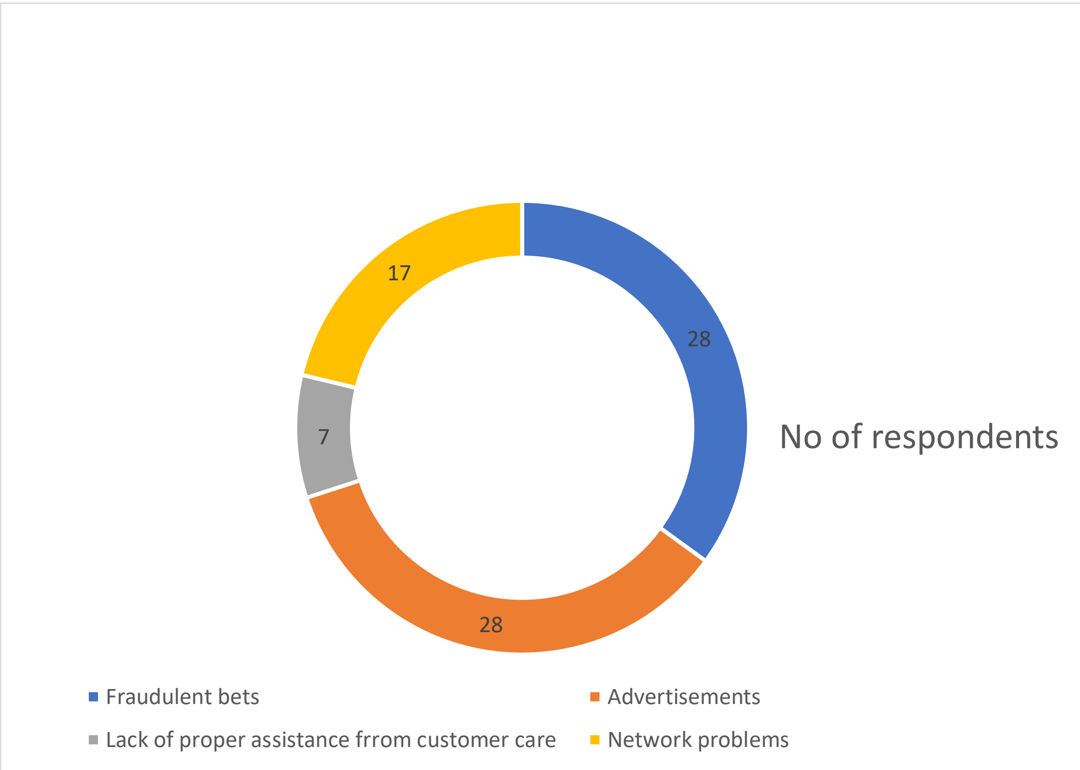
Options	Number of respondents	Percentage
Fraudulent bets	28	35%
Advertisements	28	35%
Lack of proper assistance from customer care	7	8.8%
Network problems	17	21.3%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of most irritating things while betting, out of 80 respondents,35% of respondents belongs to the group fraudulent bets, 35% belongs to the group advertisements,8.8% belong to the group lack of proper assistance from customer care and the remaining 21.3% belongs to the group may network problems.

FIGURE 4.19
THE MOST IRRITATING THINGS WHILE BETTING.



Source: Table 4.19

TABLE 4.20
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF FACTORS CONSIDERED BEFORE BETTING.

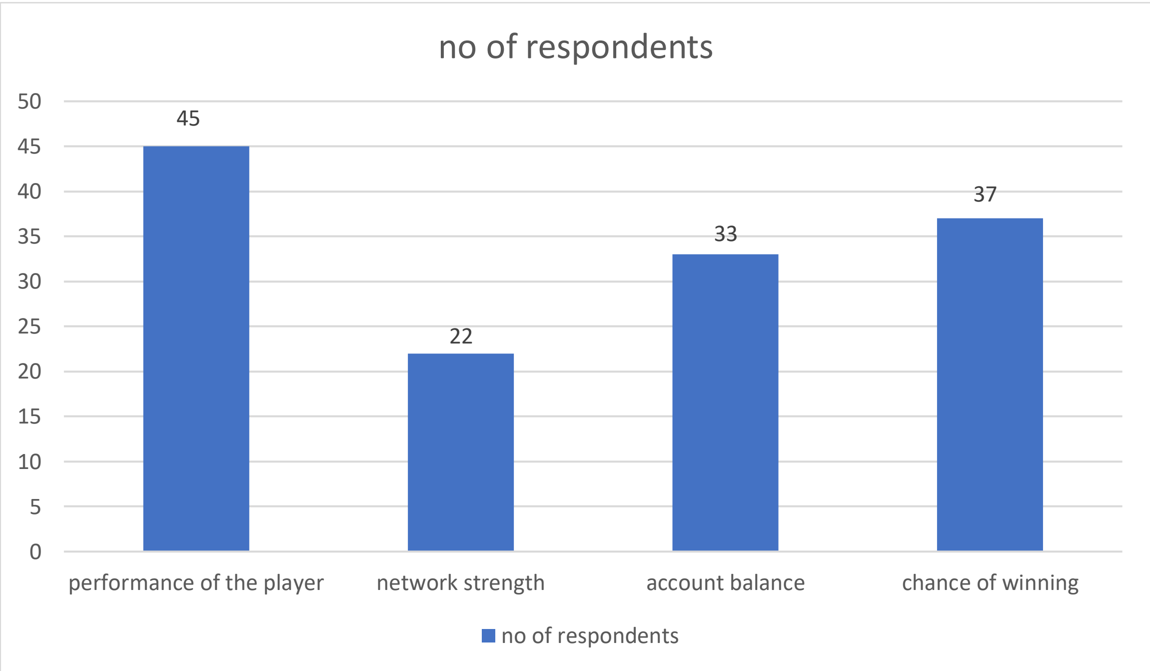
Options	Number of respondents	Percentage
Performance of players	45	56.3%
Network strength	22	27.5%
Account balance	33	41.3%
Chance of winning	37	46.3%

Source: Primary data

INTERPRETATION

The above table gives a clear picture of the factors considered before betting , out of 80 respondents,56.3% of respondents belongs to the group Performance of the player, 27.5% belongs to the group network strength,41.3% belong to the group account balance and the remaining 46.3% belongs to the group chance of winning.

FIGURE 4.20
THE FACTORS CONSIDERED BEFORE BETTING.



Source: Table 4.20

CHAPTER 5

FINDING, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

Following points are the important findings from the study,

1. The study shows that majority of the respondents are between the ages of 20-30. (88.8%)
2. A major number of respondents are students. (75%)
3. 62.5% of the respondents have a salary of less 10000 rupees.
4. 52.5% of the respondents are from Thiruvalla and the remain from Kottayam.
5. Majority of the respondents have a heard about online sports betting. (78.8%)
6. Compared to bet 365, dream11 is more user friendly according to the respondents.
7. Most of the respondents use these app’s during matchdays. (40%)
8. Majority of the respondents use 100-500 rupees for online betting. (60%)
9. 48.8% of the respondents use less 5% of their income on online betting
10. Compared to bet 365, dream11 provide better customer service for the respondents.
11. Compared to bet 365, dream11 provide direct transfer of the winning amount to the bank.
12. Dream 11 have better layout and design as compared to bet365.
13. Majority of the respondents may or may not use these apps after losing the bet amount.
14. Majority of respondents use these betting apps for entertainment purpose.
15. 58.8% of the respondents heard about this from their friends.
16. 72.5 % of the respondents suggests dream11 to their friends.
17. 62.5% of respondents says these apps doesn’t affect normal life.
18. Fraudulent bets and advertisement are the most irritating things while using these apps
19. 56.3% of the respondents consider performance of the player before betting.

5.2 SUGGESTIONS

1. The majority of people around 98 percentage who use the betting apps (Bet365 & Dream11) are below the age of 30. The betting companies should focus on the people above 30 years old and assure them about the investment chances of these apps.
2. The bet365 app fails in providing good customer service to the customers according to the responses given by them, customer service should be improved.
3. Bet 365 and dream11 should focus on giving more education to the users as well as the general public, if they wish to increase their profit margin and the growth of the firms at the same time.
4. Advertisements regarding legal and online betting should be improved
5. People who reside in rural areas hesitate to use such apps, brands should focus on them and convince them.
6. Cheap options for people who cannot spend huge amounts should be provided.
7. User interface should be made more convincing to the users and they should attract all the people alike.
8. Artificial intelligence and adapting technologies should be implemented by the brands for increased customer satisfaction.
9. Increase the CSR activities.

5.3 CONCLUSIONS

Sports betting is the activity of predicting sports results and it varies by culture, with the vast majority of bets being placed on association football, American football, basketball and professional levels. Dream 11 and bet 365 are the two apps used by the customers for betting activities. The study was conducted to know the customer satisfaction in dream 11 and bet 365 and to find out various reasons behind it. From the study Majority of the customers prefer dream 11 for the betting activities. It was found out that the customers want some more development in the technical field. By taking overall statements of these two apps dream 11 was rated as good by the customers.

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APPENDIX

A COMPARATIVE STUDY ON THE CUSTOMER PREFERENCE TOWARDS ONLINE BETTING APPLICATIONS-BET365 AND DREAM11 WITH SPECIAL REFERENCE TO KOTTAYAM AND THIRUVALLA

1. Name

2.Age
20-30
30-40
40-50
Above 50

3.Occupation
Student
Government
Private sector
Others

4.monthly income
10000
10000-20000
20000-30000
above 30000

5.Place
Thiruvalla
Kottayam

6.Have you heard of online Sports betting?

Yes

No

Not much

7.Which is the most user-friendly app among these?

Bet 365

Dream 11

8.How often do you use these betting apps?

On a regular basis

During matches

rarely

Never use

9. On an average, how much amount do you spend on betting?

100-500

500-1000

1000-2500

2500-5000

More than 5000

10.What percentage of your income is used for betting?

Below 5%

Above 5%

Can’t say

11.Which of these apps offers the best customer service and customer assistance?

bet 365

dream 11

12.Do your friends use these apps, if yes, which among these apps Are used by them?

bet 365

dream 11

13.Which app offers direct bank transfer of your winning amount after winning a bet ?

bet 365

dream 11

14. Which app's layout and design is more attractive to you?

dream 11

bet 365

15.Will you continue to use these betting app's even after you lose several times?

Yes

No

Maybe

16.Specific Reasons why you use betting apps?

To earn money

For entertainment

For the craze of sports

Easy way to earn money

17.From where did you get the information regarding these betting apps?

From friends

Google ads

Tv advertisement

Recommendation from colleagues

18.Which app will you recommend to your friends and colleagues?

bet 365

dream 11

19.Does betting affect your normal life?

Yes

No

Maybe

20.What is the most irritating thing while betting?

Fraudulent bets

Advertisements

Lack of proper assistance from customer care

Network problems

21.What all factors do you consider before entering into a betting game?

Performance of players

Network strength

Account balance

Chance of winning