TECHNOPRENEURSHIP IN E-SPORTS AND PLAYER PERCEPTIONS OF GAMING PLATFORMS IN MADURAI CITY, TAMIL NADU.

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Abstract

The rapid growth of E-sports has created new opportunities for technopreneurship, especially within urban centers where digital adoption is high. This study explores the intersection of technopreneurship and player perceptions of gaming platforms in Madurai City. A structured questionnaire was administered to 60 E-sports players, with responses analyzed using descriptive statistics, mean scores, standard deviation, and Chi-square tests. Findings indicate that players generally perceive gaming platforms as user-friendly, technologically advanced, and socially engaging, with strong positive responses regarding their role in enhancing the overall E-sports experience. However, statistical analysis revealed no significant association between gender and perceptions of E-sports as a career opportunity, suggesting that career-related perceptions are consistent across male and female players. The study contributes to the understanding of how gaming platforms influence user experiences and identifies potential pathways for technopreneurial ventures in the E-sports sector of Madurai City.

Keywords: Technopreneurship, E-sports, Gaming platforms, Player perceptions, Career opportunities, Madurai City

Introduction

The rapid advancement of digital technologies has transformed entertainment and sports, giving rise to innovative entrepreneurial ventures known as technopreneurship. In recent years, E-Sports has emerged as a significant sector within this ecosystem, evolving from casual gaming into a professional industry with organized tournaments, dedicated gaming platforms, and growing commercial opportunities. Technopreneurs have been instrumental in this growth by developing digital platforms,

streaming services, analytics tools, and interactive solutions that enhance player engagement and overall gaming experiences.

In India, the popularity of E-Sports has surged, especially among youth who are active participants and consumers of online gaming platforms. Madurai City exemplifies this trend, witnessing a rise in gaming cafés, online tournaments, and mobile-based competitive platforms. This indicates the diffusion of technopreneurial ventures beyond metropolitan hubs into regional markets, reflecting both economic potential and evolving leisure preferences among young populations.

Understanding player perceptions of gaming platforms is critical to evaluating the effectiveness and impact of these technopreneurial initiatives. Factors such as platform usability, game variety, reward mechanisms, security, social connectivity, and technological innovation directly influence player satisfaction, engagement, and loyalty. Investigating these perceptions provides insights for technopreneurs, platform developers, and policymakers aiming to foster sustainable growth in the E-Sports ecosystem.

This study, therefore, focuses on technopreneurship in E-Sports with reference to gaming platforms in Madurai City, exploring how technology-driven entrepreneurship shapes the local gaming environment and affects player experiences.

Literature Review

The intersection of technopreneurship and E-Sports has garnered significant academic attention in recent years. This literature review synthesizes key studies to provide a comprehensive understanding of the subject.

1. Allal-Chérif (2024) explores how sustainable esports entrepreneurs in emerging countries manage to build successful businesses and have a positive impact. (ScienceDirect)
2. Gonçalves (2023) presents a systematic review covering 263 publications that study gaming experiences involving more than one person. (ScienceDirect)
3. User Interaction with Live Companion Tools A study by ACM (2025) examines users' usage patterns, motivations, and social interactions with esports live companion tools during an esports tournament
4. Chap (2022) provides a technological review on the rise of esports, examining its role as a contemporary sport and business option.

5. Trepanowski (2024) investigates players' perceptions of esports and esports athleticism, highlighting the legitimacy of esports as a sport.
6. McCauley (2025) discusses innovation in the esports servicescape, focusing on media business strategies and ecosystem innovations.
7. Koch (2020) examines user entrepreneurship within esports by analyzing the Nintendo esports title 'Super Smash Bros.'
8. Pedraza-Ramirez (2025) reviews the psychology of esports, discussing trends, challenges, and future directions in sport and exercise psychology research.
9. Stone (2025) identifies differential perceptions of video game players based on gaming platforms, highlighting the impact of platform and gender identity on competence perceptions.

Methodology

The study adopts a descriptive research design to examine the role of technopreneurship in E-Sports, focusing on player perceptions of gaming platforms in Madurai City. This design facilitates an in-depth understanding of player experiences, preferences, and engagement levels, which are essential for evaluating the impact of technology-driven entrepreneurship on local E-Sports platforms. The study population comprised active E-Sports players in Madurai City, including participants in local tournaments, gaming cafes, and online gaming communities. A purposive sample of 60 players was selected to ensure that participants had relevant experience and engagement with E-Sports platforms. Data were collected using a structured questionnaire with 5-point Likert scale items to measure player perceptions, which was distributed online through platforms such as Google Forms, Discord, and WhatsApp groups. The collected data were analyzed using descriptive statistics, including mean and standard deviation, along with Chi-square tests, employing SPSS for statistical analysis.

Data Analysis

Cross Table 1: Gender × Gaming Experience (%)

Years of Experience	Male (%)	Female (%)	Total (%)
<1 year	10.0	3.3	13.3
1–2 years	18.3	3.3	21.6
3–5 years	23.3	5.0	28.3

>5 years	33.3	3.3	36.6
Total	85.0	15.0	100.0

Cross Table 2: Gender × Platform Used Most (%)

Platform	Male (%)	Female (%)	Total (%)
PC	35.0	5.0	40.0
Mobile/Laptop	50.0	10.0	60.0
Total	85.0	15.0	100.0

Cross Table 3: Experience × Platform Used Most (%)

Years of Experience	PC (%)	Mobile (%)	Total (%)
<1 year	6.7	6.7	13.3
1–2 years	8.3	13.3	21.6
3–5 years	11.6	16.7	28.3
>5 years	13.3	23.3	36.6
Total	40.0	60.0	100.0

Males dominate the sample (85%). Mobile gaming is more popular (60%) than PC gaming (40%). Players with more than 3 years of experience form the majority (65%).

Players Perception about gaming platforms

No.	Statement	Mean Score	SD
1	Easy to navigate & user-friendly	3.80	1.01
2	Wide variety of games	3.73	1.07
3	Rewards motivate me to play	3.53	1.15

4	Connect with other players	3.57	1.16
5	Satisfactory tech features	3.73	1.03
6	Supports my growth as E-Sports player	3.37	1.20
7	Security & privacy measures	3.25	1.08
8	I would recommend this platform	3.80	1.01
9	Enhances my E-Sports experience	3.93	0.95

The results demonstrate that gaming platforms are largely appreciated by players in Madurai City for their ease of use, variety of games, and ability to enhance the overall E-Sports experience. These findings highlight important areas for technopreneurs to innovate and differentiate their platforms. High satisfaction with usability (Mean = 3.80) and technological features (Mean = 3.73) indicates that players value seamless and responsive systems. On the other hand, relatively lower perceptions of rewards, social interaction, and growth opportunities point to untapped potential. By integrating gamification strategies, virtual community-building features, and advanced analytics for player skill development, technopreneurs can enhance engagement and retention. The weakest area identified, security and privacy (Mean = 3.25), signals a critical challenge and an opportunity. Start-ups focusing on blockchain-based authentication, enhanced data protection, and secure payment systems could gain player trust and competitive advantage in the E-Sports field.

Chi-Square Test Results – Gender vs Perception of E-Sports on Career Opportunities

Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Male	3	5	10	18	15	51
Female	1	1	2	3	2	9
Total	4	6	12	21	17	60

Chi-square (χ^2) value: 0.501 - Degrees of freedom (df): 4 - p-value: 0.973

A Chi-square test of independence was conducted to examine the relationship between gender and perceptions of E-sports as a career opportunity. The analysis revealed no statistically significant

association between gender and perception levels, χ^2 (4, N=60) = 0.501, p = 0.973. This indicates that male and female respondents shared similar views regarding the potential of E-sports as a career, with the majority expressing agreement or strong agreement. Hence, gender does not appear to play a determining role in shaping perceptions about career opportunities in E-sports within the Madurai City sample.

Conclusion

This study on technopreneurship in E-Sports with reference to gaming platforms in Madurai City highlights the dynamic intersection between technology-driven entrepreneurship and player perceptions. The findings reveal that while players express strong satisfaction with usability, game variety, and overall E-Sports experience, critical concerns remain in areas such as rewards, interaction opportunities, and especially platform security. These insights emphasize that technopreneurs in the gaming industry must not only sustain technological efficiency but also address evolving player expectations through innovative features, stronger engagement mechanisms, and enhanced trust-building measures. By aligning entrepreneurial initiatives with user-centric needs, E-Sports platforms in Madurai can strengthen their market position and contribute to the broader growth of digital entertainment and competitive gaming ecosystems.

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