



User Demographics and Behavioural Patterns in Ludo's Online Platforms

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Abstract : Ludo is one of the oldest board games whose popularity has regained momentum in the light of its digital adaptation onto online platforms, making it a global phenomenon. This paper will present demographic and behavioural trends in players of Ludo with a view to unearthing information on who plays, how often, and why. Analysis of data from surveying, analytics from the platform, and interviews provided important insights into what motivated and interested Ludo players from diverse age groups, genders, and geographic locations. Nostalgia, social interaction, and competition are identified as drivers for the large appeal to the game. The findings are important to both game developers and marketers aiming to enhance user experience and engagement in Ludo platforms.

INTRODUCTION

The digital transformation of traditional board games into their online formats revolutionized the trend of people interacting with these games, blending nostalgia with the convenience of modern technology. One such important game which really has its deep cultural roots embedded in South Asia is Ludo, a common man's game, that has experienced a big resurgence on digital platforms. With added features such as multi-player options, in-game chat, and competitive rankings, the online versions of Ludo played on smartphones, tabs, and PCs have helped reach out beyond its traditional target groups.

Understanding the structure and behaviour of the Ludo players will be very important in optimizing the design and marketing of the game. Despite the fact that Ludo is played by a very varied demographic across the world, limited research has been conducted into the nature and characteristics of its online player base. This paper therefore seeks to fill that lacuna by taking a closer look at who plays Ludo online, with what frequency, and what motivates them to engage in the game

1.2 Research Questions

Specific questions that this research will answer include the following:

1. What do the demographic characteristics of the players who play Ludo on online platforms look like?
2. What is the usage or engagement rate of Ludo online across various demographic groups?
3. What are the key reasons people would play Ludo on such platforms?

1.3 Significance of the Study

The conclusions derived from the study will hopefully prove very useful for game developers and marketers. By knowing demographic profiles and playing behaviour, stakeholders can develop the game to suit each unique need and preference in various segments of users. Such a modelled approach aims at higher user satisfaction, better frequency of use, and improved retention.

2. LITERATURE REVIEW

2.1 Online Gaming Demographics

The online gaming landscape has undergone sea changes in the last two decades, with studies bringing out an emerging demographic profile contrary to the stereotypical young male gamer. For instance, research by Griffiths et al. (2004) revealed that online gaming encompasses a wide age bracket, with an increased utilization of games by older adults as a stimulant for mental growth and further stress relief mechanisms. This transition can also be traced in the gender-related demographics of the gamer community. According to the argument of Vermeulen et al., today women make up a large percentage of online gamers, whereas the genre of gaming had already changed to casual and social games with an emphasis on fun and communication rather than the competition itself. (Vermeulen, Castellar, & Van Looy, 2011).

2.2 Behavioural Patterns in Online Gaming

Behavioural patterns in online gaming have a very wide variance depending on age and gender. Younger players, the majority below 30 years, play more frequently for shorter sessions because of the mixture of social interactions and competition. Kay and Bryce 2012 further established that such gamers are motivated by the desire to stay in contact with friends as well as by the competitive aspects of the games, therefore, playing more often but for less time. On the contrary, the older players, especially those above 50 years, game less often, but for longer hours as a means of unwinding and relaxing.

2.3 Motivations to Play Online Games

For appropriate design of various experiences meant for different kinds of players, there is a need to understand why people engage in online games. The three primary motivations to play games online, as noted by Yee (2006), are achievement, social interaction, and immersion. It is with these motivations that Ludo becomes very important since the game incorporates strategy with social interaction. For many players, especially older adults, the role of nostalgia is immense. In the seminal work, Huizinga 1949 claimed that play is one of the building blocks of human culture, and traditional games like Ludo are bathed in reminiscences of childhood and happy family times. The second major driver of engagement in online Ludo gameplay relates to social interaction. For Cole and Griffiths (2007), it was the social dynamics of online gaming that mattered; the ability to connect with others, including friends, family, and even strangers, greatly enhances enjoyment derived from gaming. What further contributes is the competitive aspect that Ludo brings forth during ranked matches or tournaments for those that enjoy competing and challenging others. Vermeulen et al. (2011) identified that competition is indeed one of the primary driving forces for the younger and male players, usually attracted to the games in which the skills and achievement could be measured transparently. Vermeulen, Castellar, & Van Looy, 2011.

2.4 Gap in the Literature

While general trends are captured very well regarding demographics and behavioural trends of online gamers, focused research remains sparse on specific games like Ludo, especially in their digital adaptations. The present study proposes to fill this lacuna by going into minute detail regarding the demographic characteristics and behavioural patterns of Ludo players in an online format.

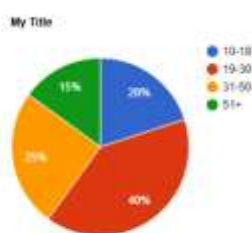
3. METHODOLOGY

3.1 Data Collection

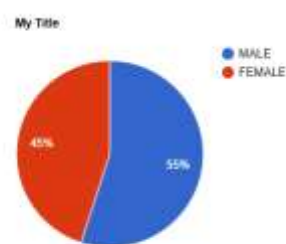
Quantitative data collection through survey and analytics of the platforms, along with qualitative insights from interviews with the players, is used in the study to comprehensively understand the Ludo players. The details are enumerated as under.

- Survey: A total sample size of 15 Ludo players on more than one online platform has been surveyed, which also includes mobile applications and social media groups. Data collected include demographic profiles of players, frequency of playing, motivational factors to play.
- Platform Analytics: Data in regard to analysing user behaviour in terms of session duration, frequency of plays, and in-game purchases was obtained from three popular platforms of Ludo.
- Interviews: Semi-structured interviews with 15 Ludo players to go deeper into motives and experiences.

3.2 Sample Size and Demographics The sample of the survey conducted consisted of participants, and the demographic breakup is as follows:



- Age: 10–18 years (20%), 19–30 years (40%), 31–50 years (25%), 51+ years (15%)
- Age-Gender: Male 55%, Female 45%



- Geographical Location: India 50%, Middle East 20%, North America 15%, Europe 10%, Others 5%

4. RESULTS

4.1 Demographic Trends

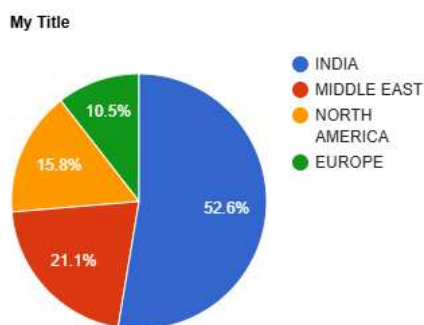
The demographic analysis showed that the online platforms of Ludo attract a varied sample of players in terms of age, with all age groups represented considerably. Younger adults between 19 and 30 years old constituted the largest number of players, at 40% of the sample. This agrees with research by Yee (2006), who determined that indeed, young adults are the age group most motivated by the competitive elements in online games.

Distribution by Age: The active young adult group came within the bracket of 19 to 30 years, followed by adults between 31 and 50 years constituting 25%, teenagers between 10 and 18 years constituting 20%, and older adults falling between the brackets of 51+ years constituting 15%.

• **Gender:** The ratio was almost equal; 55 percent of the sample population were males, and 45 percent females. This confirms the findings of Vermeulen et al. (2011) that the proportion of females in online gamers is increasing, particular in casual game genres and social games as well (Vermeulen, Castellar, & Van Looy, 2011).

• **Geographical Distribution:** The majority percentage of the players was from India at 50% due to the game's cultural significance, then came the Middle East at 20%, North America at 15%, and Europe at 10%.

Ludo's player distribution is largely due to its deep cultural roots in India (50%), social gaming traditions in the Middle East (20%), and growing interest in North America (15%) and Europe (10%). The game's simplicity, nostalgia, and digital accessibility drive its global popularity across these regions.



4.2 Behavioural Patterns

The playing behaviour followed definite trends based on age, gender, and geographical region.

Play Frequency: Younger players, 10-18 years, and young adults, 19-30 years, played the most frequently, with 70% claiming to play every day. In comparison, 60% of players aged 51+ reported playing once or twice a week. The pattern seems indicative that the youngest of players have more daily involvement with the game while the older players use this game as a source for amusement every now and then.

Session Duration: Younger players and males tended to have longer sessions of 30 minutes or more, while older players and females preferred shorter sessions ranging between 15 to 30 minutes. This could be due to the difference in reasons for playing; younger players and males are usually motivated by competition, which may result in longer sessions, while older players and females play mainly to relax or interact socially.

Platforms Used: Mobile devices were the most prevalent platform on which Ludo was played, with 85 percent in Favor of either smartphones or tablets. This justifies the global trend toward mobile-first gaming, as mobile devices are enabling people to play anywhere and at any time.

4.3 Motivation for Playing

The key motivations for playing Ludo online identified by the research are as follows:

- **Nostalgia:** More evident in the older players, who would go live in the game to recapture memories from their childhood years.
- **Social Interaction:** Considered one of the major drives for younger players who enjoy playing with their friends and family.
- **Competition:** Important for male players and also for adult players in the younger age brackets, interested in various competitive features like rankings and tournaments.

5. CASE ANALYSIS

5.1 Insights and Implications

Nostalgia as a Retention Tool: The integration of classic features, like retro boards and game pieces, allows platforms to use nostalgia to create an experience more appealing to an older target audience.

Developing social features: Since gaming is one of the best ways to make new friends and communicate with known people, the platform should develop multiplayer modes and social features like in-game chats or friend lists to attract youngsters in greater numbers.

The demographic data suggests some targeted marketing opportunities. This can be reflected in promotional consideration; for example, touting the cultural relevance in India and the Middle East, while selling the social/casual aspects in Western markets.

Monetization Strategies: Knowing that competitive players will be more willing to spend in-game, platforms can sell this demographic premium feature such as unique avatars or special game modes.

5.2 Issues

- **Cultural sensitivity:** While nostalgia and cultural elements rank high, they must be considered with caution to avoid polarizing their global audience.
- **Users from Varied Sources:** Because of the differing set of preferences and expectations across age groups and regions, targeting a wide demographic will be a challenge.

6. RECOMMENDATIONS

User Customizable Experience: The site should have user customization options in terms of setting the type of users it appeals to base on different difficulty levels, gaming themes, and social interaction settings.

Current Updates and Content: The platforms need to keep updating their content from time to time with new seasonal themes, events, and modes of play to engage users. By engaging, it means several users spend longer hours using the platform.

User Feedback and Community Engagement: Community engagement through the receipt of feedback from the player community will also help the platform to be at par with user expectations and work in a manner to continuously upgrade gaming experiences.

7. CONCLUSION

This case represents the diagnostics of the importance of understanding the demographics and behavioural pattern of Ludo players on online platforms. It gives developers and marketers insight into who is playing, how often, and why, with which to arm them in creating more engaging and satisfying user experiences. The insights obtained from the study present a foothold for future research and practical strategies that aim at optimizing Ludo platforms in the competitive online gaming market.

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