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CONSUMER BRAND PREFERENCE FOR GAMING CONSOLES

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ABSTRACT

The brand preference involves the concept of 'innovation'. In order to attract more potential customers' what is being done to make a brand more attractive and relatively distinct from its competitors. The objective of this research was to study the consumer brand preference for gaming consoles. A structured questionnaire was used to collect the primary data. A sample size of 450 was selected through non-probability sampling technique and appropriate statistical tools were applied for data analysis.

Keywords: *Gaming Console, Brand associations, Sony, Nintendo, Xbox, Mitashi, Genius, Brand Preference*

1. INTRODUCTION

A good brand takes into consideration the three important factors; who you are, what you stand for, and what you have to offer. Brand preference is built by addressing the consumers' long term needs and wants. A gaming console is an e-device which is used for playing computer games on a TV screen and provides an interactive multimedia experience to the users. An attempt has been made to study the consumer preference for a particular brand of gaming console.

2. LITERATURE REVIEW

According to Kwak, McDaniel, & Kim, (2012) video game brand loyalty is impacted by consumer experience, as well as attitudes toward video game brands.

Tsai, (2011) concluded that consumers who can outline human relationships with brands may also possess video game console brand loyalty.

Fournier, (1998) concluded from his study that consumers cultivate relationships and interests with particular services and products.

According to Grimm, (2005) consumer preferences for brands reflect three responses, namely cognitive, affective and behavioural.

3. RESEARCH METHODOLOGY

- A) **Research Design:** Descriptive research design was adopted for the study.
- B) **Sample Design:** Judgmental sampling was used and a sample size of 450 was taken for the study.
- C) **Data Analysis:** First hand data was collected and data analysis was done with the help of appropriate statistical tools.

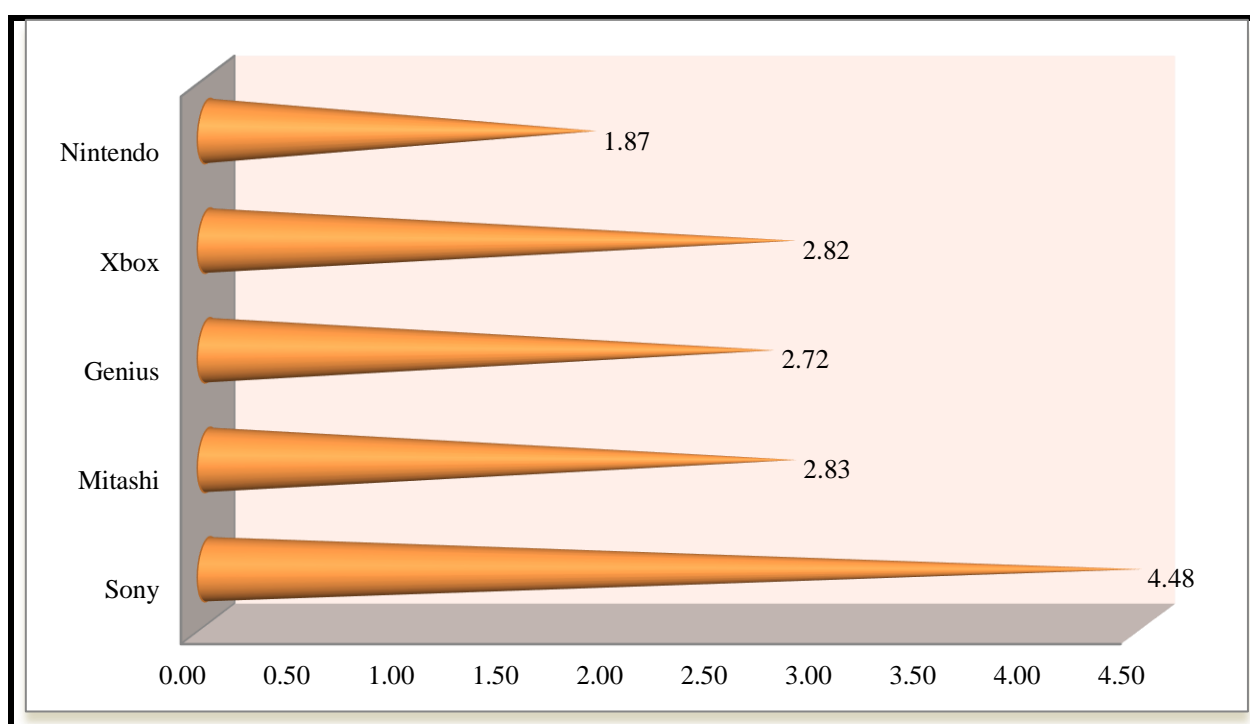
4. RESULT AND DISCUSSION

Total five brands of gaming consoles were undertaken for the study and weights were assigned accordingly from 1 to 5. The weighted average was calculated for all and finally ranking was done. The table 1.1 below shows that, Sony was the most preferred gaming console (weighted mean score of 4.48) and was ranked 1st by the respondents. The brand 'Mitashi' was ranked 2nd with a weighted mean score of 2.83.

Table 1.1: Preferred Brands of Gaming Consoles

(Brands) Gaming Consoles	Total (N)	Weighted Average	Rank
Sony	450	4.48	1
Mitashi		2.83	2
Xbox		2.82	3
Genius		2.72	4
Nintendo		1.87	5

Xbox with a weighted mean score of 2.82 was ranked 3rd by the respondents. Genius was ranked 4th with a weighted mean score of 2.72, followed by the least preferred brand of gaming console 'Nintendo' with a weighted mean score of 1.87 which ranked 5th.

Chart 1.1: Preferred Brands of Gaming Consoles

The chart 1.1 above shows the various brands of gaming consoles preferred by the respondents.

5. CONCLUSION

From the above result and discussion it can be concluded that Sony was the most preferred brand of gaming console and ranked 1st while the least preferred brand was Nintendo which was given a rank of 5th by the respondents.

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