

## Console Wars

Note: The statistics presented in this article are based on Consumer Behavior Report

Gaming consoles have become very prominent in today's world. They are prime means of entertainment. Most of the recent consoles are a conglomeration of other features like movie player, audio player, photo viewer, extended memory, and many more apart from mere gaming. Gaming consoles have an advantage over PC games. Especially with ever-growing technology, the quality and gaming experience is changing dynamically. More realistic games are coming with impeccable graphics both in PC as well as in consoles. However there are more software and hardware upgrades in PC, people seldom track the technical advances and are quite apprehensive about affording new accessories.



Apparently Sony, Microsoft and Nintendo dominate and continue to dominate the gaming market with their consoles and other accessories. However, in the near future, there is a significant year-over-year increase in demand for Nintendo and Sony video game consoles. In America, Wii is in a short supply making it an even more highly sought after commodity. Recent console gaming trends incorporate high-end graphics with motion sensor technology. According to the reports, Nintendo Wii is the leading contender in 2007's console war. In a survey, around 45% of people say they prefer Nintendo Wii over other consoles. However, there is also an increasing demand for Microsoft Xbox and its supporting games despite the decrease in its demand by 15% in 2007.

Interestingly, video game selection remains a key factor when shopping for video game consoles. 26% say that game selection is the attribute of most importance when deciding to purchase a gaming console while 22% say that it is pricing that matters most.

24% think that ease of use is critical whereas 23% feel high-definition graphics and playback are important to buy a console. Only, 5% people say that online capability is their priority.

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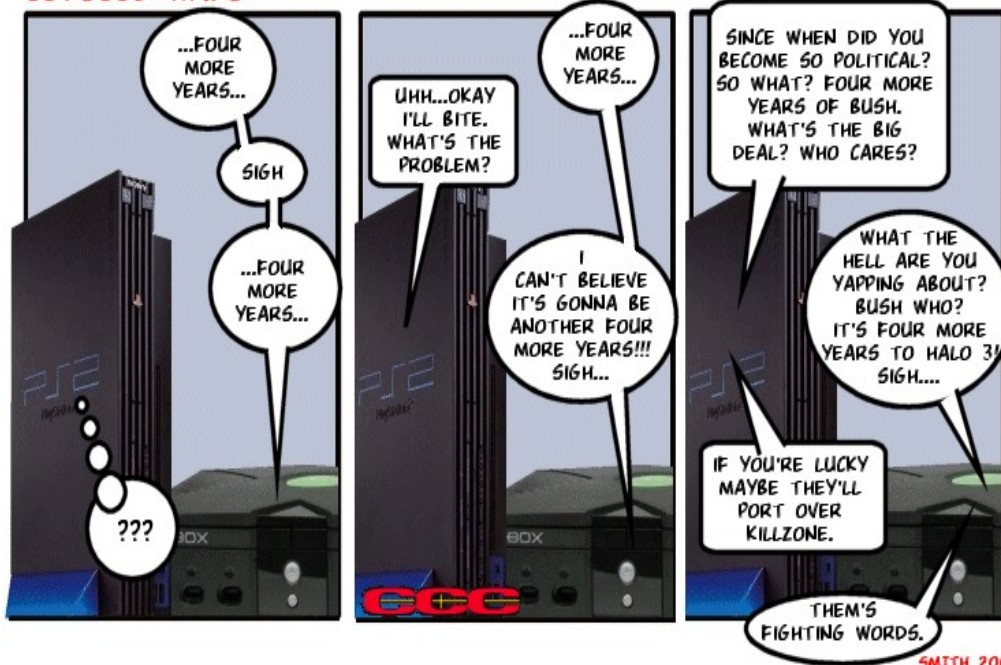
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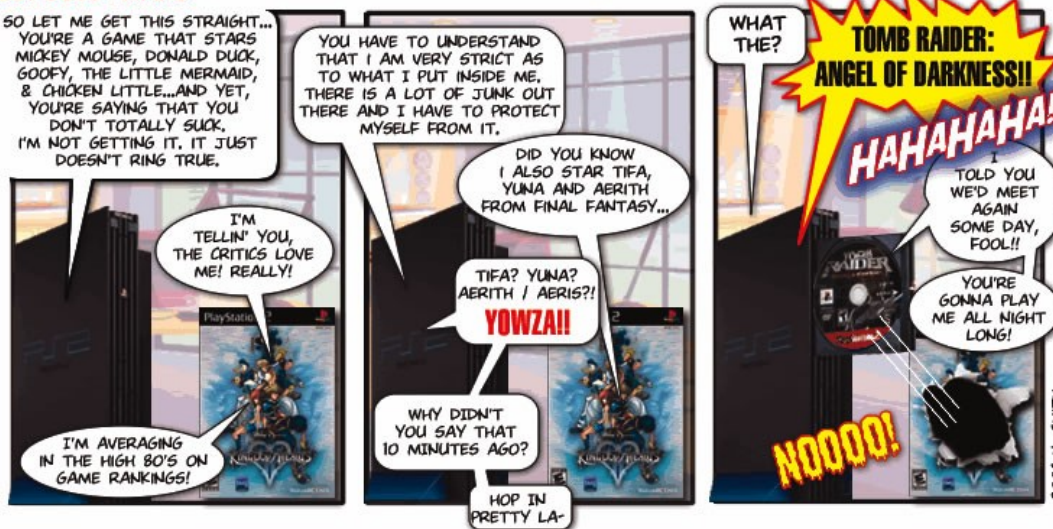
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SMITH 2004

CONSOLE WARS



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Most of the gamers, on an average, prefer to play animated/children-friendly games. 31% of the male respondents say first-person shooting and war games interest them the most. In addition, sports games have good demand in the market and online multi-player games always fascinate players.

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The Playstation 3 console is sold at a higher price and boasts a Blue-ray DVD for quality graphics and a high-speed cell processor that appeals to hardcore gamers. The Wii is reasonably priced and offers a range of games and a user-friendly controller for the casual gamer. The overall pricing for consoles is trending downward; however, limited supply has been driving prices upward over the last 6 months. The top three popular consoles were launched within a year and range in average price between \$200 and \$500.

Decreasing trend in video game console prices is good news for hardcore and casual gamers. 71% of online shoppers are still spending more than \$50 on video game consoles, games and other related accessories in holiday season. Majority of the online consumers are looking for low price range video game systems. Consoles continue to be a popular purchase among other franchise. This led to a phenomenal growth in the number of gamers around the world.

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