

Project Title

“Introducing a New Game Console by Google”

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Introducing a New Game Console by Google

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Masters of Business Administration

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Registration Number: (XXX)

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Abstract

The aim of this research project was to study and analyze the success possibility of Google by developing and launching new product i.e. gaming console. From the theoretical findings i.e. literature review it is observed that the Google will have to focus on multiple areas such as new product development as well as consumer behavior. The theoretical findings revealed that for the success of new product development and its successful launch and increased demand; understand customers' behavior is one important element for companies and marketers.

In order to do so, this research conducted primary research study. Survey questionnaire was designed to collect the required data and information from targeted respondents. In total 100 responses were collected which were found to be sufficient in understanding the consumer behavior towards the new product i.e. gaming console by Google.

The findings revealed that customers are positive, if Google launches a gaming console. However, the findings further revealed that Google will have to focus on multiple areas such as genre of games, price, brand value, technology, graphics, online gaming capability and storage etc. Furthermore, the findings further revealed that Google is likely to experience several challenges which shall include competition, changes in consumer behavior as well as threat of substitutes. In order to respond these risks, the company is recommended to focus on differentiation, product development and cost leadership strategies.

Dissertation Declaration

Statement of Originality and Authenticity

It is to confirm that the following dissertation is authentic as well as an original work, purely completed and compiled by me, while following the provided policies, regulations and in accordance with the collusion and plagiarism. In addition, I also confirm that every piece of information is original and completely referenced when and where required, while following the Harvard Referencing Style.

Following on, I also clarify that a copy of this research project is taken and saved. This copy will be retained until the result is announced and will be made available to the University again if required at any stage.

Name

Registration

Course

Date

Signed.....

Acknowledgement

I would like to thank my supervisor first who assisted me throughout the entire research project. I confirm and accept that without the assistance from my supervisor, I would not have completed this research project. I enjoyed and appreciate all the efforts and time that my supervisor has given me,

Moreover, I would like to thank University that provided me an opportunity to attend this Masters program which has taught me a lot. Without taking this program, I would not feel se secure and positive for my upcoming professional career. In addition, I thank all of my friends, class mates and especially my parents for their continuous support and motivation.

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Chapter One – Introduction

1.1 Research Background and Overview:

Over the past couple of decades, the gaming industry has become much more lucrative and appealing to consumers in the same time, regardless the backgrounds and age groups. According to the research study conducted by Gartner (2013), the global video game market has increased from \$79 billion in 2012 to \$93 billion by the end of 2013. The growth is predicted to increase further by 2015 with the total value of \$111 billion. However, at the other end, it is also argued that due to the increasing demand of smart phones and mobile phones, the gaming console industry is likely to experience decline in the following few years. Moreover, it is also observed from the research that Sony, Nintendo and Microsoft are the three leading player within the gaming console industry that are keeping working on research and development. The aim of continuous efforts in R&D is to ensure the launch of new product with latest and advanced technologies as well as features. All three market leaders are further noticed to be applying the multiple marketing strategies and techniques to stay ahead from each other through increasing their market shares (Gartner, 2014).

In addition to the above, the analysis of the industry background also revealed that by the end of 2014, within the worldwide gaming industry, every \$4 in every \$10 will be generated through selling console games. However, it is also predicted that mobile games will capture the market share with minimum of 28%, and online games will enjoy the market shares of above 30% too. As a result, the gaming console producers and manufacturers are perceiving it as a threat and looking for all the possible opportunities to hold their market position and market shares (Ddailymail, 2014).

Despite the increasing threats from mobile devises, the growth and success of console games can simply be noted from the fact that whenever a company launches any new console, millions of units are sold in each hours. For example, in the case of Xbox One and PS4, over 1 million units were sold in the first hour, after it was launched. This leads

to understand that the demand of gaming console is still quite positive and consumers wait months and years to acquire latest technologies and advanced features.

1.2 Research Rationale:

As noted from the above research background and industry overview that the global gaming console industry is enjoying positive growth and trend will remain same in future too. However, it is also observed from the research as yet that the gaming console industry is influenced by Oligopoly as the market shares are controlled by three key players i.e. Play Station, Nintendo and Xbox. All these gaming consoles are manufactured by world's leading technology companies such as Sony produces Play Station, Microsoft produces Xbox and Nintendo produces 3Ds/2Ds, Wii U and so on. These industry giants are found to have vast experience in technology, therefore are found to be diversified in terms of their product and service portfolio. Based on the above little description, it is observed that the key success factor is technology.

This research study is therefore designed to analyze that if Google introduces a new gaming console, it will enjoy success or not. The idea of Google entering into the gaming industry by introducing new and unique gaming console will therefore be one new opportunity for Google to enter into new industry. Since Google is also recognized as the industry leader, it is assumed that if Google comes up with new product i.e. gaming console, it can simply achieve a new milestone.

1.3 Research Aim:

This research project therefore aims to investigate of how customers and gamers will response towards the newly advent gaming console from Google.

1.4 Research Objectives:

In order to attain the above presented research aim, follow are the research objectives designed;

- To critically examine consumer behaviour for new gaming console that shall be introduced by Google.
- To critically investigate the relationship between the established brand i.e. Google and success of new products i.e. Google Gaming Console.
- To predict the acceptance and success of newly introduced product i.e. Google Gaming Console.

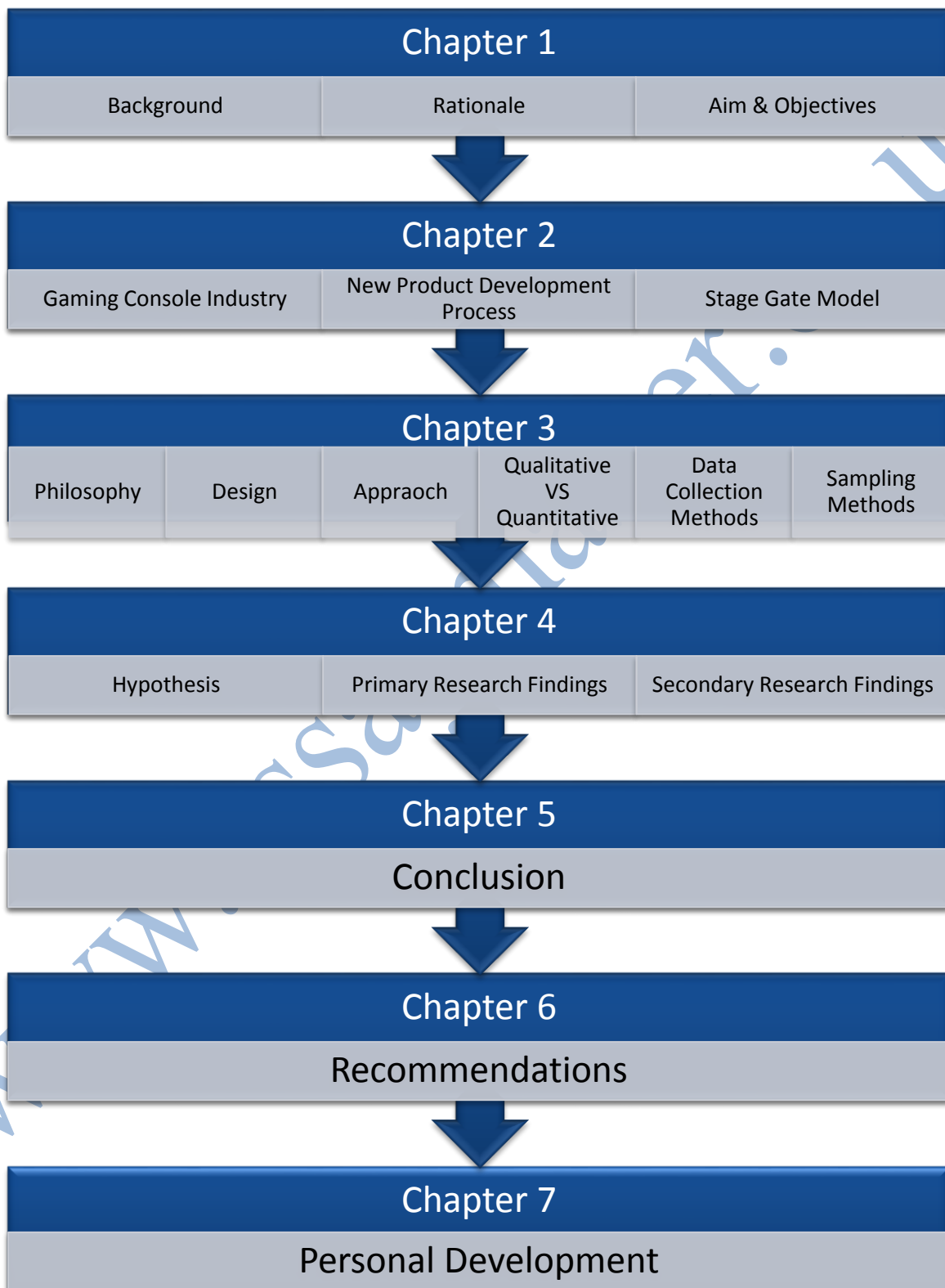
1.5 Scope of Research:

The scope of this research study is limited to the Google and new product i.e. Gaming Console only. Since, the investigation and research findings will also include the general behavior of gamers and potential consumers, the entire industry can learn from it. However, since the primary focus will be made on Google, this research study shall be helpful for the company to realize a new market growth opportunity through targeting the existing market with new product. Furthermore, this research study shall also be helpful for the existing industry players to understand and analyze the threat of new entrants too.

The dual sided results can therefore be helpful for Google as potential new entrant as well as existing industry players. Google can learn and analyze the potential opportunity that can help it to enter into new market. At the other end, the existing industry player can measure the level of threat from new entrant i.e. Google.

1.6 Structure of Research:

Figure 1: Structure of Research



Chapter Two – Literature Review

2.1 Introduction:

Balland, De Vaan & Boschma, (2013) stated that the firms that that want to remain stay ahead in today's fast-changing and competitive business environment has to show some innovation. According to Baranowski, (2014) innovation is considered as the development of new technology in the form of new products or services. However, Daim et al., (2014) argued that change is referred as search for new models to do business. De Schutter, Brown & Abeele, (2014) maintain that innovation or new product development often changed the infrastructure of industry. Consequently, innovation leads to introduction of new product that could change the mind of consumers.

An innate affection is considered as play for every individual in the times of childhood (de Vaan, 2014). However, Egenfeldt-Nielsen, Smith & Tosca, (2013) stated that at present, the hobby of much playing games now transferred from the physical arena to the online world and verified through the sales of software. It is, therefore, Gretz & Basuroy, (2013) stated that in 2010, the video and PC games software sales recorded around \$15.5 (US) billion in retail. Consequently, the trend of simulation games and a huge amount of multiplayer online games have a significant importance within the gaming communities.

de Vaan, (2014) stated that since 1990, the dominant portion of the gaming industry goes with innovation and provide something new in games. In this sense, strategic innovation along with the impact of information and communication technology over trade and globalization reinforces over the gaming industry. On the other hand, Egenfeldt-Nielsen, Smith & Tosca, (2013) confers that the primary issue revolves around the techniques to achieve a high market share and satisfaction of end users. Gretz & Basuroy, (2013) maintain that strategic innovation could be in a sustainable position by using new strategies in games along with a combination of rapid technological accelerator and tools in games.

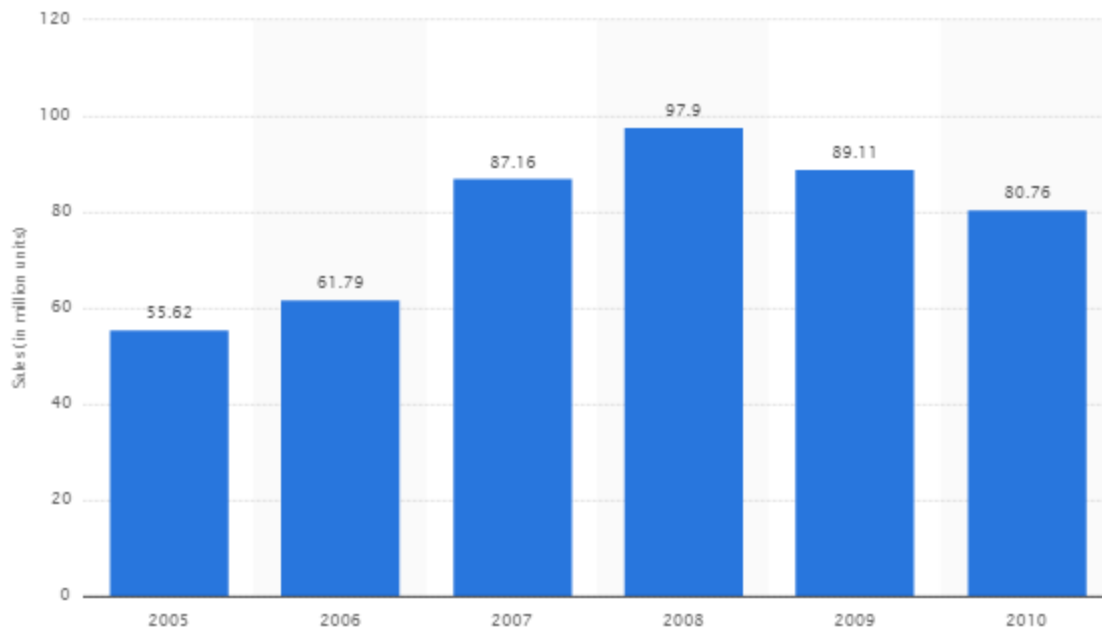
Groff, Howells & Cranmer, (2012) stated that computer games are useful for learning. In this sense, online games encourage users and develop social and cognitive skills. However, Kartas & Goode, (2012) criticized that frequent use of online games exacerbates psycho-social capabilities in negative perspectives, make addictive and have implications over the health of player. Lim et al., (2012) maintain that the positive use of online game consoles increase the capabilities of people and enforces the industry to introduce something new.

This paper focuses over the response of customers and gamers towards the emerging development of gaming consoles by the major players of the industry. It is merely incorporated with a critical examination of consumer behaviour process and New Product Development (NPD) process to understand the significant aspects while introducing something new in the market. Hence it would emphasize over the acceptance and success of newly developed products within the market.

2.2 New Product Development in Gaming Console Industry:

While looking to the facts and figures, it is observed that the global video game industry has enjoyed the growth of 9% in 2013 as compared to a year earlier. According to the findings, the global gaming industry's worth was recorded to be US \$76 billion which is further expected to grow by US \$86 billion by the end of 2016. The findings further revealed that Europe, China, Japan and India are the fastest growing markets in recent few years. The gamers within these regions are also found to be using multiple methods to serve the gaming needs which include mobile phones, smart phones, and computers as well as gaming consoles (Galarneau, 2014). Furthermore, the findings also revealed that the global sales of video game consoles in units have declined in 2010, as compared to 2008.

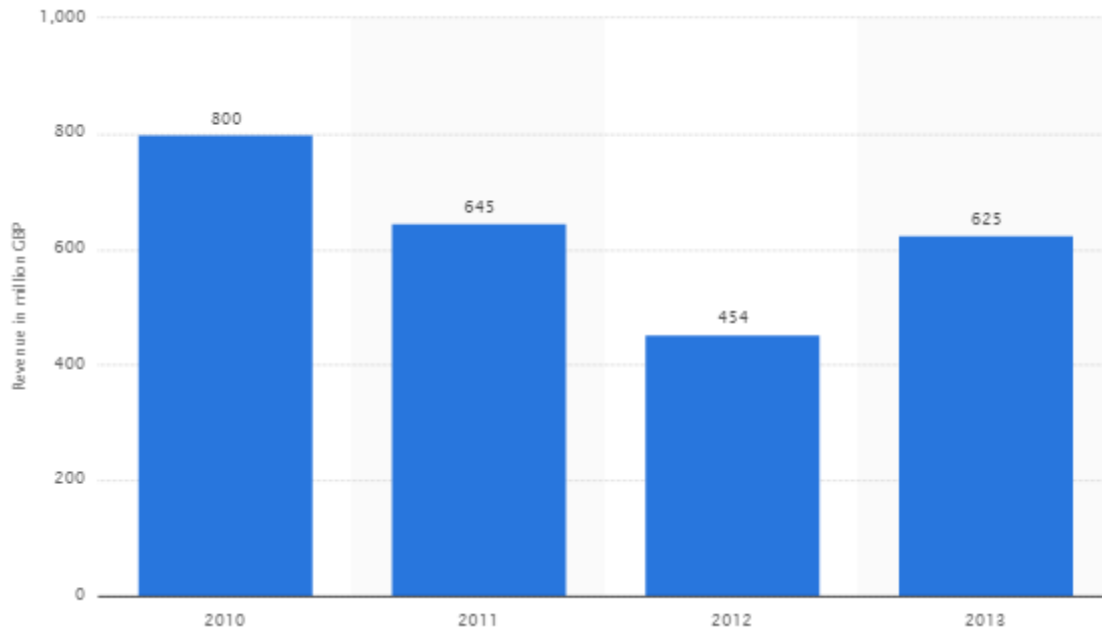
Figure 2: Global Sales of Video Game Consoles



Source: Statista, 2011

From the above presented chart, it is observed that in 2008, 97.9 million units of gaming consoles were sold out globally. The sales growth however declined in the following two years and reached to 80.76 million units by the end of 2010 (Statista, 2011). However, the findings further revealed that although the global sales of gaming console has declined, but Sony's Play Station and Xbox 360 have managed to stay at the leading position within the gaming console industry (Statista, 2014). In addition to the above, looking at the UK's gaming console hardware industry the sales growth trend is observed to be positive and growing.

Figure 3: Sales of UK's Gaming Console Hardware Industry



Source: Statista, 2014

According to the above presented chart, it can be noted that the revenue from the sales of gaming console hardware was recorded to be GBP 800 million in 2010, which kept declining and reached to GBP 454 million by the end of 2012. However, in 2013 the growth is observed as the revenue was recorded to be GBP 625 million. Taking these facts and findings into consideration, it is also observed that the increasing usage of smartphones, tablets and other portable gadgets have influenced the gamers' behavior. People today prefer to use their gadgets and mobiles phones to play games. As a result, the global gaming console hardware growth is affected. However, at the other end, UK, India, China, Japan as well as the Europe as whole are observed to be enjoying the growth of gaming console hardware market (Bloch, 2015).

Researchers and industry analysts however are found to be predicting that if the global consumer behavior remains same, there is going to be a dead end for the entire industry. However, at the other end some market analysts still believe that the new product development initiatives that are being taken by the companies (Cook, 2015).

According to Cook, (2015) whether or not, the world today is seeing the last generation of gaming consoles, the hardware manufacturing companies will keep focusing on the new product development. Especially when it comes to the market leaders such as Sony, Nintendo and Microsoft, the efforts and initiatives towards the new product development will not be stopped.

According to the CEO of Nintendo, the company is not going to give up until it runs out of cash and it is also stated that the company has more than US 8 billion cash in hand. It simply means that the Nintendo is not going to give up and will keep producing new products in order to ensure the maximum product and industry life cycle. Furthermore, when it comes to the Xbox, the Microsoft will neither stay behind from the new product development. The main reason is the fact that Microsoft is integrating its new technologies and systems into gaming consoles to maximize the users' satisfaction. For example, in the case of Windows 10, the company has integrated its software into the new version of Xbox. Similar development is therefore expected as Microsoft is now planning to integrate its gaming console with Surface Pro 7 and something similar. At the other end, when it comes to Sony's Play station, the company is also found to be focusing on new features and elements. In recent months, the Sony has launched PlayStation TV, which includes some unique features, which are aimed to attract the gamers as well as the general public (Cook, 2015).

These findings and current trends of product developments within the gaming console hardware manufacturing industry, lead to understand that industry is fully aware about the current growth and decline of gaming consoles across the world. However, at the other end, the focus on product development has become the key focal area for these companies to stay alive, maintain and improve their market shares as well as to ensure the long term survival of gaming console industry as whole.

2.3 Relationship between Established Brand and New Product's Success:

Egenfeldt-Nielsen, Smith & Tosca, (2013) stated that a tremendous increases in the volume of competition seems to be faced by most of the industries. It is, therefore, essential to stand out and build up a unique identity and selling proposition by means of strategic branding (Forbes, 2014). However, Gretz & Basuroy, (2013) criticized that offer a qualitative product or service makes branding effective and considered as important step while introducing a product into the market. de Vaan, (2014) maintain that brand building referred as a deliberate and skillful effort to formulate the desired perception in minds for a long time period.

According to Egenfeldt-Nielsen, Smith & Tosca, (2013), when a company has a thorough understanding of the demographics of their target market then it could present a product as per the desires of customers. Consequently, the product would then be successful and establishes a strong brand name of the company within the market (Forbes, 2014). However, Gretz & Basuroy, (2013) argued that the success rate of a product measures through its extent of uniqueness. For instance, Apple is known worldwide due to innovative products and artistic brand appeal. It is, therefore, establishes a brand within the market through unique selling proposition.

Besides that, according to de Vaan, (2014) organizations have to show a passion that drives them to work hard and delivers greatness in their products. Consequently, the greatness if showed with a passion then establishes a strong brand name and make attractive for customers. Egenfeldt-Nielsen, Smith & Tosca, (2013) argued that the consistent quality of a product or the consistent features calls the customers to again visit to the same place or to try the similar things. Consequently, the quality leads to brand name and customer satisfaction and repeated purchase of the product. For instance, the convenient mode of payments calls the customers again to the similar place and try the same thing (Forbes, 2014).

Gretz & Basuroy, (2013) stated that organizations have to work vigorously for the development and optimization of their brands. It could easily carry out by including such features that goes going above and beyond the expectations of consumer. It then uplifts all the products to the height of success under the specific brand name. However, Groff, Howells & Cranmer, (2012) argued that the exposure of brand considered as significant to position the company within the market. Hence the new product has to be exposed through several multiple channels to customers.

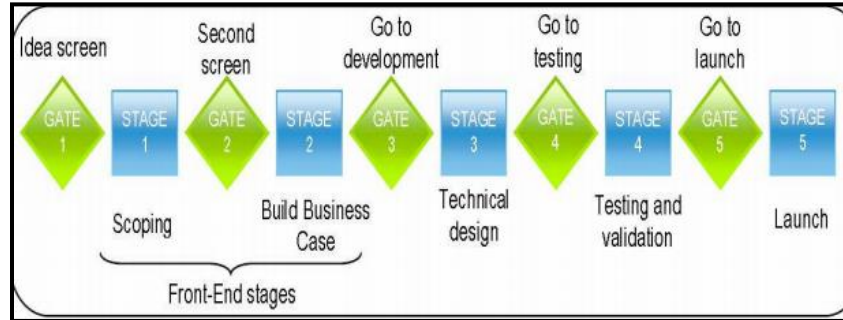
2.4 New Product Development (NPD):

Balland, De Vaan & Boschma, (2013) stated that the key of corporate prosperity is considered as the New Product Development (NPD). However, Baranowski, (2014) criticized that different processes are required by different products. Daim et al., (2014) maintain that the idea of a new product needs to be visualized, selected, developed, tested and then launched into the market. Consequently, the specific skills and talents are considered as essential for the development of new product. It is, therefore, considered as significant for the development of new product and initiates it into the market then the product would fulfill the desires of customers.

2.4.1 Stage-Gate Model:

Balland, De Vaan & Boschma, (2013) presented the stage gate model for the process of NPD. It begins from the idea of screening and ends with the launching of the product. In this sense, the Stage-Gate System model divides the process of NPD into discrete set of steps into five stages.

Figure 4: Stage Gate Model



Source: Balland, De Vaan & Boschma, 2013

Hence, each and every stage of the model gathers a sequence of activities to be performed by a multifunctional product development team. However Baranowski, (2014) criticized that the stage and gate steps close down the ongoing NPD process for a long time period that could abrupt the process. Daim et al., (2014) maintain that through a close integration of management with team could avoid difficult situations.

De Schutter, Brown & Abeele, (2014) emphasized on preliminary investigation of market and analyze the environment on the basis of customer's choice. On the other hand, Egenfeldt-Nielsen, Smith & Tosca, (2013) emphasized on scoping of research to identify the technical and market opportunities available in the market. It then helps to assess the feasibility of NPD process and scope of the product that going to launch in the market. It is considered as the early stages of research to discover and define technical concepts along with the research of laboratory scale. Hence provides a broad dimension to understand and identify the market for the product.

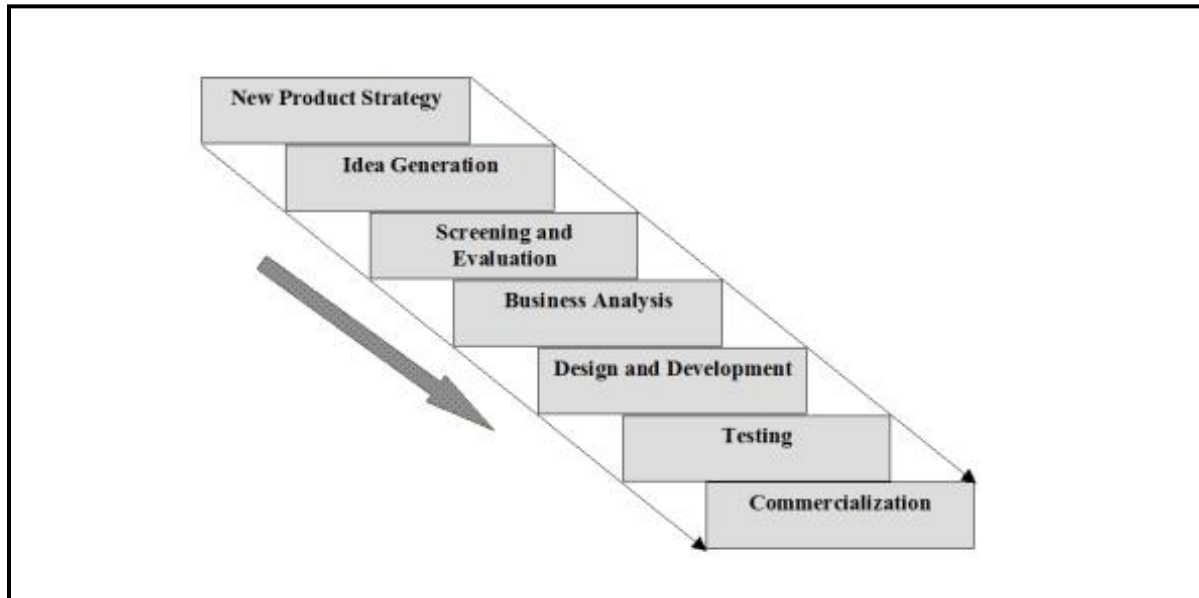
Besides that, Gretz & Basuroy, (2013) focused on the third stage as concept development significant before introducing a product into the market. It includes development and verification of technology or process by means of prototype process. However, de Vaan, (2014) argued that the stag merely revolves around the development of information database, analytical modeling or process simulation of equipments or performance. It would then evaluate on the basis of scope of system and acceptability level by end-users.

Egenfeldt-Nielsen, Smith & Tosca, (2013) considered fourth stage i.e. Technology Development and Verification as important for the NPD process. It includes pilot scale advancement technology or process. However, Gretz & Basuroy, (2013) argued that the stage signify the importance of documentation of performance in terms of technical perspectives along with the economic feasibility of the NPD process and its outcomes. Besides that, de Vaan, (2014) focused over the last stage i.e. Information Dissemination and Commercialization. It includes all activities essential for the delivery of information and launches the product at broader perspectives. Hence it refers to the production scale technology, installation and establishment of infrastructure of the associated market. On the other hand, Egenfeldt-Nielsen, Smith & Tosca, (2013) refers the stage as specification of commercial operations involved within the manufacturing process.

2.5 The Process of New Product Development (NPD):

According to Ahmad, Mallick & Schroeder, (2013) the process of New Product Development (NPD) defined the activities conducted by firms while going to develop and launch new products. Introduction of new product within the market describe a sequence of stages, starts with an initial concept or idea of the product to evaluation, development, verification and launching the product in the market. However, Akbar & Tzokas, (2013) argued that the sequence of activities starts from the collection of information to evaluation stage. Bendoly, Bharadwaj & Bharadwaj, (2012) maintain that the NPD process has to be adopted by every organization while going to initiate any product.

Figure 5: Stages of NPD



Source: Mallick & Schroeder, 2013

The above figure shows a sequence of steps that has to follow by organizations in the new product development.

2.5.1 New Product Strategy:

Before the development of new product organization has to set objectives and define a clear New Product Strategy (NPS) to develop the interrelationship. Colombo, Dell'Era & Frattini, (2014) stated that the major purpose of the stage is to provide direction for the efforts of new product. However, Dangelico, Pontrandolfo & Pujari, (2013) argued that this step define the strategic business demands of new product that the company has to comply with. Durmuşoğlu, Calantone & McNally, (2013) maintain that the guidance or the strategic demands derived behind the corporate objectives and the entire firm's strategy.

Fang, Lee & Yang, (2014) stated that the strategy of a firm has to set clearly with the objectives of the new product development. On the other hand, Felekoglu, Maier & Moultrie, (2013) argued that the strategy has to set after forecasting the expected Return-On-Investment (ROI). Fuchs & Schreier, (2011) counter argued that the major

focus of the strategy is its simple translation that could understand by everyone to bring day-to-day actions. Gmelin & Seuring, (2014) maintain that the development of strategy is not enough but most important is to communicate the strategy effectively within the organization.

Metrics:

Homburg & Kuehnl, (2014) stated that the Return-On-Investment (ROI) shows a comparison of the yearly income and the investment of assets of a company. In this sense, management has to understand the benchmarks of ROI so that a clear comparison could observe and evaluate the NPS. It is, therefore, the ROI of a company proves to be beneficial to set the targeted objectives of the new product. According to Jacobsen et al., (2014) the ROI metric helps to determine whether the cost for development of a new product goes beyond the returns achieved from it. However, Hoyer et al., (2011) criticized that the ROI metric helps to determine whether the impact of payback is over the corporate bottom line.

Balanced Scorecard (BSC):

Jacobsen et al., (2014) presented the framework of Balanced Scorecard (BSC) that provides an instrument to the firm to find the way for competitive success in the future. In this sense, BSC transforms the strategy of an organization into the context of performance along with the strategic measurement and management system. Hence the framework evaluates the drivers of organizational performance in four perspectives as internal business processes, financial, customers and growth. Kuester & Hildesheim, (2012) argued that the tool is considered as expensive and time-consuming. Lawson, Krause & Potter, (2014) maintain that the BSC proves to be an effective way to organize and manage the activities.

2.5.2 Idea Generation:

According to Millson, (2013) the idea generation transforms a concrete idea into the stages of origin, expansion and maturation. The markets and segments for the new product development defined in the prior stage of the process. However, Poetz &

Schreier, (2012) argued that the firm has to show some advancement and raise ideas wherever the company wants to take advantage from the emerging opportunities. Consequently, Sandvik, Arnett & Sandvik, (2011) stated that a firm in order to generate one successful idea, has to spawn at least seven ideas. On the other hand, Slotegraaf & Atuahene-Gima, (2011) criticized that at least 100 ideas has to be generated so that a success ratio would be around 15.2.

Smets, Oorschot & Langerak, (2013) stated that the firm could generate new ideas through internal sources such as from employees or managers. However, Zhao, Cavusgil & Cavusgil, (2014) argued that a firm could generate new ideas through external sources specifically through customers, competitors, suppliers or distributors. Ahmad, Mallick & Schroeder, (2013) maintain that by means of internal and external sources along with formal research and development a firm could achieve the best innovative idea for the NPD. Consequently, customers prove to be sound platform for the searching of new product ideas.

Metrics:

Akbar & Tzokas, (2013) stated that the metrics used to verify the second stage include number of ideas offered by customers, recover and improve from the portfolio of idea. However, Bendoly, Bharadwaj & Bharadwaj, (2012) argued that the number of ideas generated over a period and most importantly value has to be provided to ideas given by customers. Ahmad, Mallick & Schroeder, (2013) maintain that firms have to offer considerable resources to the activities associated with customer idea generation program. It includes arrange focus group with customers, one-on-one interview with customers or customer spot visits.

Lead User Model:

Colombo, Dell'Era & Frattini, (2014) stated that the lead user methodology provides a distinctive approach in front of traditional approach. It is the technique through which ideas could generate from the input of customers and collect information through a random distinctive set of customers. However, Dangelico, Pontrandolfo & Pujari, (2013)

argued that the lead user process collects information from markets that faces problems of product development in an extreme manner. Durmuşoğlu, Calantone & McNally, (2013) maintain that lead user framework could provide a convenient method towards the development of idea and most importantly the idea that distinguishes the products of a company from its core competitors.

On the other hand, Fang, Lee & Yang, (2014) presented ethnographic approach as a qualitative and descriptive market research method to study the preferences of customers in association with the respective environment. However, Felekoglu, Maier & Moultrie, (2013) criticized that the method demands for a long time period of researchers in the research field for the observation of customers and their environment. Fuchs & Schreier, (2011) maintain that the technique proves to be beneficial in achieving a deep knowledge about customer and surrounding environment that provides a sufficient area to generate an idea and develop a new product.

2.5.3 Screening and Business Analysis:

Gmelin & Seuring, (2014) stated that the screening stage involves the initial analysis merely follow the first stage of NPS, resources and environmental competition. On the other hand, Homburg & Kuehnl, (2014) focus on business analysis as the stage where ideas are evaluated on the basis of quantitative performance of the products.

Besides that, Jacobsen et al., (2014) confers that business analysis is the descriptive stage that define the product specifically in terms of attractiveness of the customer in front of a considerable spending. However, Hoyer et al., (2011) argued that the most prevailing method used by organizations is the financial approach check the feasibility of NPD. Jacobsen et al., (2014) maintain that by following several strategic approaches and scoring model an NPD could assess well.

Financial Models:

Kuester & Hildesheim, (2012) proposed economic or financial models to estimate the feasibility of new product in this competitive edge. It includes Expected Commercial Value (ECV), Net Present Value (NPV), Internal Rate of Return (IRR), or the Profitability

Index (PI). Millson, (2013) criticized that NPV overlook the risk and probabilities and consider financial forecasting and financial goals as accurate for NPD process. On the other hand, Lawson, Krause & Potter, (2014) criticized that the ECV depends upon wide range of financial and quantitative information. Poetz & Schreier, (2012) maintain that both metrics altogether provide sound information about the feasibility of new product.

On the other hand, Sandvik, Arnett & Sandvik, (2011) focused on IRR used to decide whether or not the new product is acceptable. In this sense, the project would be accepted when the IRR would be equal or exceed to the required cost of capital. However, Slotegraaf & Atuahene-Gima, (2011) argued that IRR method is limited to the extent of projected cash flows produced with the injection of a capital and discarded the potential future expense that would impact over the profit in the long run. Smets, Oorschot & Langerak, (2013) concluded that IRR provide a convenient platform to measure and compare the worth of new product under consideration.

Besides that, Zhao, Cavusgil & Cavusgil, (2014) presented another tool i.e. Profitability Index (PI) as the ratio of the present value of the cash inflows after-tax to the outflows. In this sense, the profitability index is the measurement of the profitability of a project over one dollar of investment. On the other hand, Ahmad, Mallick & Schroeder, (2013) criticized that PI does not work sufficiently with evaluations equipped with only one project at one time. Colombo, Dell'Era & Frattini, (2014) maintain that PI is used to classify projects on the basis of costs and economic life of future in terms of profitability.

2.5.4 Development:

Dangelico, Pontrandolfo & Pujari, (2013) stated that the respective stage defines the activities that ranges from development of prototype to ramp up and marketing test. In this sense, the interaction between the NPD program and associated manager is not limited to the concepts of selling or buying. More specifically, introduce the product in market under a control time, budget along with the demanding specifications.

However, Durmuşoğlu, Calantone & McNally, (2013) argued that the market changes continuously in terms of development. It is, therefore, the estimates regarding the

market demands always prove to be invalid. Fang, Lee & Yang, (2014) maintain that dropping the development time is considered as a fundamental competitive weapon for organizations and sustain the competitive advantage.

Cross-functional Integration:

Felekoglu, Maier & Moultrie, (2013) stated that cross-functional integration refers to the development of team consist of representatives of several functional units involved in the development of a new product. It specifically includes members of marketing, operational unit and R&D. However, Fuchs & Schreier, (2011) confers that the members of a team have to be highly motivated and open-minded. Gmelin & Seuring, (2014) maintain that the success rate of the new product depends upon the foundations of strong bond with time and communication of team members.

Parallel Processing Method:

Homburg & Kuehnl, (2014) presented another effective tool as parallel processing include activities undertaken in a concurrent manner to undertake more activities are within an elapsed period of time. However, Jacobsen et al., (2014) argued that the parallel processing does not follow in a sequential manner so that activities would do accordingly.

Hoyer et al., (2011) stated the major purpose of parallel processing as the achievement of product designs and exceptional manufacturing capabilities in a short passage of time. On the other hand, Jacobsen et al., (2014) criticized that due to the requirement of prerequisite information, all activities within the NPD process could not partly cover with negligible risks. Hoyer et al., (2011) maintain that the level of parallelism has to measure to make sure minimum downstream risks.

2.5.5 Testing:

Kuester & Hildesheim, (2012) stated that the purpose behind the respective stage is to provide a final touch and validation to the new product. It includes the market feasibility of the product, production quality and marketing. Millson, (2013) stated that design and

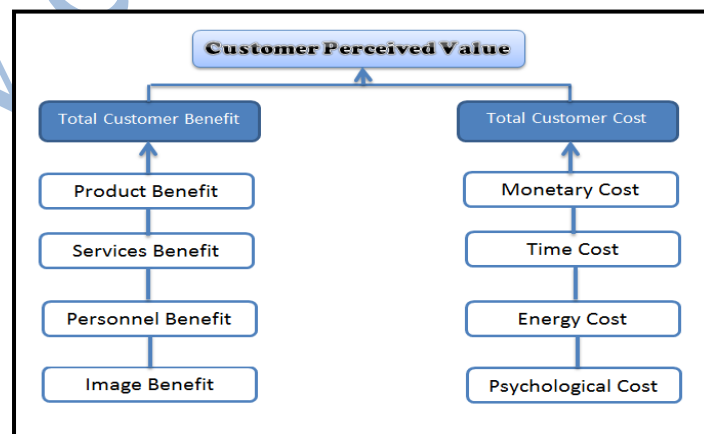
testing of a new product goes hand in hand. However, Poetz & Schreier, (2012) confers that testing process goes on throughout the development stage. Sandvik, Arnett & Sandvik, (2011) maintain that testing has to be conducted within all aspects of manufacturing from the initiation of idea to the final product development.

Slotegraaf & Atuahene-Gima, (2011) stated that features of a product are considered as important for the testing stage. However, Smets, Oorschot & Langerak, (2013) argued that all people and customers have differentiated habits and preferences regarding product so it is difficult to chase the likes of people. Zhao, Cavusgil & Cavusgil, (2014) counter argued that customer acceptance regarding product is difficult to maintain due to differentiated consumer preferences. It is, therefore, considered as critical to measure the acceptability rate of product in associated with customers. Ahmad, Mallick & Schroeder, (2013) maintain that it is essential to assess the level of interest, liking, preferences, intentions towards purchase along with benefits, attributes, and features of the product.

Customer-perceived Value:

Akbar & Tzokas, (2013) presented the model of customer-perceived value use to determine the factors on the basis of which a customer is decided to purchase the tested product.

Figure 6: Customer Perceived Values



Source: Akbar & Tzokas, 2013

Bendoly, Bharadwaj & Bharadwaj, (2012) emphasized on customers benefit in terms of benefit avail product, personnel or the image built after testing the product. On the other hand, Mallick & Schroeder, (2013) considered customer cost as important to gauge the customers towards a new product. It includes the cost incurred in the form of time, energy or psychological cost. Colombo, Dell'Era & Frattini, (2014) maintain that the significant metrics for the respective stage include customer satisfaction in the form of Likes or Dislikes, perceived relative performance and the score of preference. Consequently, the metrics along with development process would surely bring the success of company in terms of new product development.

2.6 Conclusion:

Above all, it is concluded that the success of new product considered as a critical challenge for organizations of today. In this sense, there are several organizations who are well aware of the significant role played by new products at present and in near future. It is, therefore, the organizations show a quest towards prosperity and search for the innovative procedures to preset something unique and innovative in front of customers. Consequently, organizations are constantly striving for a revitalize structure and design of products in order to build and sustain the brand name within the market.

The frameworks described above to achieve success, under that the NPD firms have to set an apparent and well communicated strategy of the new product. In this sense, the firms have to well define the areas and aspects of new product along with the development of trust and predefined objectives. Hence, a successful business and team of NPD has a passionate dedication to fulfill the emerging desires of customers. For this purpose, organization has to gather lots of ideas as possible. Most importantly, a large ratio of ideas has to gather from customers and extract from the ideas provided by the customers.

After collecting the idea from the customers, the product would then completely fulfill the desires of customers and the product would accord the consumer's wants and needs. It establishes a sound position of the firm in terms of product design and the innovative

features offered to the customers. For this purpose, organizations have to do preliminary screening, market and technical survey along with business analysis. The analysis would then closely bind with the financial performance of the products. The expected return on investment, internal rate of return or profitability index is such tools and techniques that provide organizations the financial assessment of the project of new product development.

Hence, all organizations have to reduce the development time. It is necessary in order to present the product in the market at the right time, place, and among right people. It would then reduce the chances of the change of development and customer desires when product launched into the market. Hence the factors are considered as essential to authenticate performance requirements associated with the product. Side by side, the factors prove to be useful in terms of specifications of design and acceptance of customers before introduction of the product into the market.

Chapter Three – Research Methodology

3.1 Introduction:

This section of the research study discusses the methodological attributes that are integrated that has led the researcher to attain the research objectives. The prevailing discussion is based on the justification for selecting certain methods and reasons for neglecting others. In the following discussion, it is assured that the researcher provides reasons for selecting a certain method and reasons for leaving others. All of the different methodological attributes, selected are attuned and aligned with the research objectives (Knox, 2008).

3.2 Research Philosophy:

Having the right philosophy towards the research is the critical element. Setting the right philosophy is first and critical aspect of the methodology, as it provides the future action plan towards the research study. There are multiple research philosophies from which the researcher can select; however the process of selecting the philosophy is based on critical evaluation of research objectives and research questions. The three research philosophies include realism, positivism, and interpretive (Lodico, and Spaulding, 2010). Interpretive philosophy is the one in which the researcher aims to interpret and discuss the factors and elements. It allows the researcher with the flexibility to integrate mixed methods. Positivism, on the other hand, is linked with highly structured methodology that requires quantitative measures. Realism is the combination of both.

Application of Research Philosophy: This research study is based on the interpretivism research philosophy as it allows the researcher to remain strict towards the identified issues and use quantitative measures to solve the identified issue. As a result, it has also provided with the remaining methodological attributes that can be included and integrated within the study. It has helped the researcher to gain access to accurate and precise results (Toloie-Eshlaghy, et al., 2011).

3.3 Research Design:

Research study should be effectively designed so that each and every attribute of the methodology is linked and supports each other. This is the reason that research study must be designed effectively. There are three research designs on the basis of which the research study should be designed; the three designs are explorative, descriptive, and casual (Bergh, and Ketchen, 2009). Descriptive studies are those in which the researcher has defined and discussed the relationship between different variables and factors. Casual are those studies in which the cause and effect relationship is discussed and evaluated.

Application of Research Design: This research study is based on the explorative research design in which researcher aims to explore the relationship between two or more variables and elements, in this case, the study investigates new product development and acceptance in the market. As a result, this research study is designed over explorative research design that assures and ensures that researcher is focusing over the critical elements and exploring the relationship between different variables and elements that are involved in the study (Cooper, and Schindler, 2010).

3.4 Research Approach:

Having the right approach towards the identified research issue is an essential and integral aspect of the methodology and of the research study. It assures that the researcher has decided the right approach towards the research methodology. There are two different approaches that can be integrated within the study including deductive and inductive. Inductive is the approach in which researcher aims to generalise the findings for the entire population (Gummerson, 2010). It assures that the study starts with the focal area and then adds things towards the outcomes. Inductive studies are generally supported with grounded theory that enables the researcher to present the theory for the entire population. Inductive studies are reliable whenever the scope of the study is huge and involves generalised research issue, however this is not the case in this regard, therefore it was left out.

Application of Research Approach: This study has integrated deductive approach in which the core focus is linked with deduction and drawing conclusion from the research study. Deductive are the studies in which researcher aims to draw the conclusion from the research study, since this study aims to state the results of acceptance of customers if Google presents with a new gaming console, therefore it was deemed necessary to integrate deductive approach. Deductive approach also ensures that the researcher is focusing over the critical elements within the study (Hakim, 2007). For this research study deductive approach has been applied to assure and ensure that researcher remains focused over the critical elements, rather than focusing over irrelevant materials. Moreover, deductive approach is been integrated in data collection and it has also provided with the way to treat and acquire data.

3.5 Quantitative or Qualitative:

Deciding over the research theme for the research study is a critical process. It needs to be aligned and attuned with the constructed research objectives and research questions. Research theme provides the future way of which nature of data needs to be integrated in the study; therefore it is critical to select the right research theme. A research study can be based on qualitative or quantitative or mixed themes. Here it is critical to mention the fact that quantitative theme is linked with measuring responses and calculating the responses to generate accurate and precise results and outcomes (Knox, 2008). The methods to collect quantitative responses are different and are highly structured as they present strictly quantitative responses. Qualitative, on the other hand, is linked with expressions in words, opinions, ideas and concepts. In qualitative expressions, researcher can probe into the questions and respondents can answer according to the will.

Application of Quantitative Theme: For this research study, researcher has integrated quantitative theme. The main reason for this is the fact that quantitative theme is supported by the rest of the methodological attributes and is also supported by the research objectives and research questions. Moreover, it enables the researcher to integrate massive sample size within limited time frame. In addition to this, the

responses, since can be measured and depicted through graphs and charts, therefore the results and outcomes are accurate and precise. In addition to this, quantitative measures ensure that the researcher is focusing over the focal elements and not on the irrelevant factors within the study (Lodico, and Spaulding, 2010).

3.6 Data Collection Techniques:

Data collection remains the most important area of the entire methodology. The main reason for this is the fact that the quality of data acquired and integrated within the study directly influences the overall reliability and validity of the research study. In addition to this, it is also observed that the quality of data collection techniques must be high, as well, as it can assure and ensure the acquisition of high quality of data that eventually add value towards the entire research study. This is the reason that the data collection techniques must be aligned and attuned with overall research objectives (Toloie-Eshlaghy, et al., 2011).

Application of Data Collection Method: This research study is based on the collection of primary data. Since, this study explores how people will respond towards the new gaming console provided by Google, as a result, it was deemed necessary and essential for the researcher to gain access to external sources to gather relevant and high quality data. Focusing over this aspect of the study, researcher aimed to collect data from the customers.

Driven from the different attributes of the methodology, researcher has integrated quantitative methods to collect the data. Aforementioned that this research study shall be based on the quantitative features of the data, therefore it was necessary to remain focused over the similar methods to collect the data. In order to serve the purpose, researcher has integrated quantitative survey methods to collect the required data from the respondents. Questionnaire survey remains the most reliable and legitimate method to collect quantitative responses from the driven sample size. It involves series of different questions that are asked from the respondents. Survey is the best used whenever there is large sample size and researcher needs to gather specific information from all the respondents. Having quantitative nature towards the identified

issue also assures that survey technique remains the best to attain the research objectives (Bergh, and Ketchen, 2009). Moreover, secondary data collection is also applied to take competitors and industry trends into consideration too.

3.6.1 Questionnaire:

As the part of the survey, questionnaire is constructed. Questionnaire is a tool comprising of different questions that are to be asked from the respondents. For survey questionnaire, closed ended questions are integrated in which respondent has to answer from the given multiple choices. By this way, the responses can be measured and can be interpreted while applying the statistical interpretation. For this research study, researcher constructed the questionnaire with the help of literature review that was already established. It provided with the idea of what is to be asked and how it is to be asked (Cooper, and Schindler, 2010).

After finishing the questionnaire, pilot testing was also conducted so that the reliability and validity of the tool could be assessed and evaluated. To serve the purpose, questionnaire was asked with 5 of the related participants and it was realised that there are couple of questions that need to be rearranged. After completely checking the questionnaire it was ready for the use (Gummerson, 2010).

3.6.2 Conducting Survey:

There are different techniques by which survey can be conducted. There are survey that can be conducted over the internet, survey, telephone, mall intercept and door to door survey. However the selection needs to be based on the critical analysis of the research objectives and the research questions. Focusing over this critical area, it was realised that mall intercept survey shall remain the best, as it shall provide the opportunity to integrate sample size with different nature of units. This technique ensured that the researcher is integrating high quality of data for the research study (Hakim, 2007).

3.7 Sampling Technique:

Sampling is the process through which researcher is able to draw respondents from the population. Here it is critical to mention the fact that population for this research study

comprises of people who are into gaming consoles. There are two different techniques, out of which one can be applied and integrated within the research study. The two techniques are probability and non probability techniques.

Probability is the technique that is used while applying the statistical models to draw the sample size. It is complex and critical, and is feasible whenever there is a huge sample size. However, it was neglected and not used mainly because of complexities. Non probability sampling technique ensures that the researcher is applying convenient methods for drawing sample size for the research study. In this research study, researcher has applied non probability sampling technique supported with referral based technique in which one respondent is referred to another. By this way, researcher was able to ensure that effective sample size is drawn on the basis of integrated sampling technique (Hakim, 2007). Since, it provided access to reliable and authentic sample size, therefore this technique was used and integrated that granted effective and efficient results.

3.7.1 Sample Size:

It is essential for the researcher to have effective and efficient sample size for the research study. This adds value towards the reliability and validity of the research study. For this research study, a sample size of 100 respondents has been integrated. Regardless of gender and age, all of them are gamers and who are interested in gaming consoles. As the matter of fact, a total of 100 responses are generated to attain the research objectives (Hakim, 2007). This sample size is feasible and provided researcher with the ability to attain the research objectives and provide thorough and detailed recommendation for the organisation that is under consideration.

3.8 Data Analysis:

Data analysis is also an important area of the entire methodology. It ensures that the acquired data is treated and analysed in the right and effective manner to generate accurate and precise results. As a result, researcher has remained focused over this critical area. The technique for data analysis has to be aligned and attuned with the

research objectives and the strategy for acquiring data. Focusing over this element, it was decided that researcher needs to apply statistical interpretation to analyse the data.

The acquired quantitative primary data is analysed through SPSS that is the Statistical Package for Social Sciences. It assures and ensures that acquired responses are interpreted and analysed through statistical interpretation to generate precise and accurate results for the research study. SPSS enabled the researcher to generate charts and graphs that could result in the effective outcomes for the research study.

3.9 Ethical Consideration:

Whenever, there is integration of primary data and external sources are used, it is essential for the researcher to comply with all the ethical standards. In this research study, as well, researcher has to make sure that all the ethical standards are being met. In order to serve the purpose, researcher has ensured that all the ethical standards are met. During the collection of primary data, respondents were told regarding the purpose of the study and how their contribution will make into the research study. Moreover, respondents were provided with the right to withdraw from the research study if they feel uncomfortable. There was no external pressure over respondents, their contribution and participation was totally and mainly because of their own will (Knox, 2008).

3.10 Research Limitations:

Likewise every research study, this research study also has some limitations which are defined below;

- The first limitation associated with this research study is that the considered company i.e. Google Inc is not approached and no data is collected from the company to understand and analyze the company's intention towards the said product development. Therefore, this research study can only be helpful if Google Inc intends to enter into the gaming console industry.
- Furthermore, the gaming industry as whole as well as the volume of gamers is very broad and vast. However, in this research study only 100 responses are

taken into consideration, which may not be sufficient enough to understand and analyze the potentiality of product's success.

- In addition to the above, this research study also ignores the new product development initiatives that are currently being taken by competitors such as Sony & Nintendo etc. Although some facts and statistics are presented above, but these may not be enough to justify the market gap and need of new product from Google Inc.
- Last but not the least, the primary data using the survey questionnaire is obtained from the UK only, which may also not be enough to understand the global consumer trends and their needs of new product from Google Inc.

Chapter Four – Data Findings & Analysis

4.1 Hypothesis:

H₀: Google gaming console will not be a success by not being able to attract customer attention

H₁: Google gaming console will be a success by attracting customer attention

4.2 Data Analysis:

Primary and secondary data are an important part of any research which can be analyzed by either qualitative method or quantitative. As our data is in numeric form and nominal in nature, therefore we will use quantitative method. The relation of strength and relevant nature that lies among dependent and independent variables is observed in this chapter to find the relation and impact of autonomous variable(s) created upon responsive variable and in knowing that results produced favours past studies. Conclusion is based on data analysis and its findings.

Before conducting data analysis and creating results, a hypothesis is constructed in every quantitative research by researcher in order to calculate the results. Research aim and raised questions assists in setting hypothesis guideline. Both dependent and independent variable are comprised in hypothesis statement to observe any kind of relation. This hypothesis contains two contradictory statements namely alternative and null hypothesis which compete each other by stating opposite prediction regarding result. Research is concluded by supporting either alternate or null hypothesis as a result.

When the variables do not show any association between each other and are independent, it is called null hypothesis. This statement can be stated and made in many numerous ways. Whereas the alternate hypothesis is completely contrasting and reverse as compare to null hypothesis. In alternate hypothesis, there is some

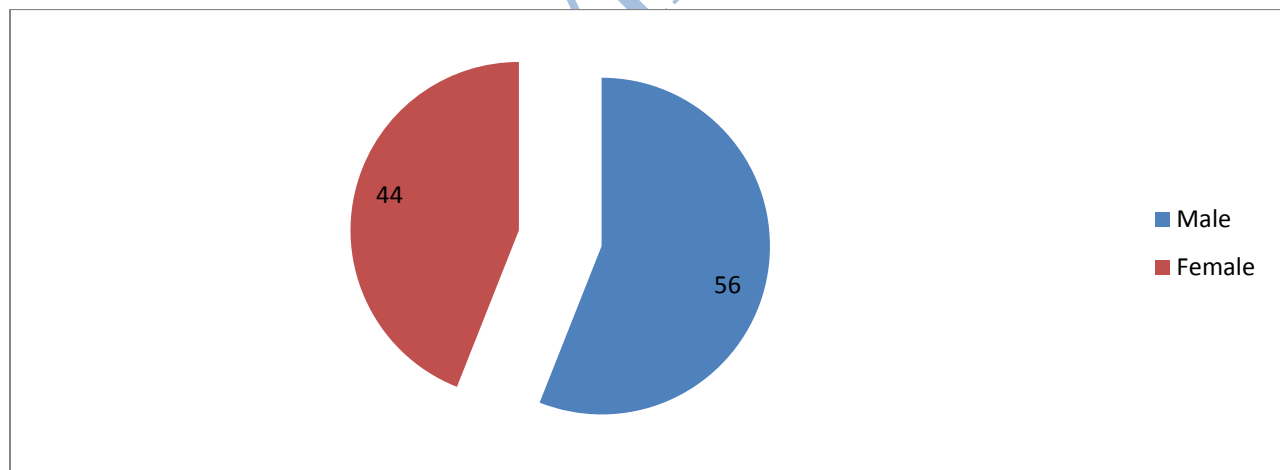
relationship among two variables. But the nature of relationship and its strength is adjourned by alternate hypothesis.

Analysis of quantitative data is mostly conducted by statistical software these days as expertise is required to conduct this analysis manually as it is very time-taking. Statistical Package for Social Sciences (SPSS) software is used to run the regression model. when using this software, performing complicated and complex calculations becomes software's job which is all conducted at the back end and important charts and tables are presented by the software. After that, the researcher just has to interpret the results by his quantitative skills.

In this study, correlation is applied to provide a detailed view of the data. As data is in scale form, therefore we will apply Pearson's Correlation to find the relationship of each variable with the rest three variables and its impact in individual capacity.

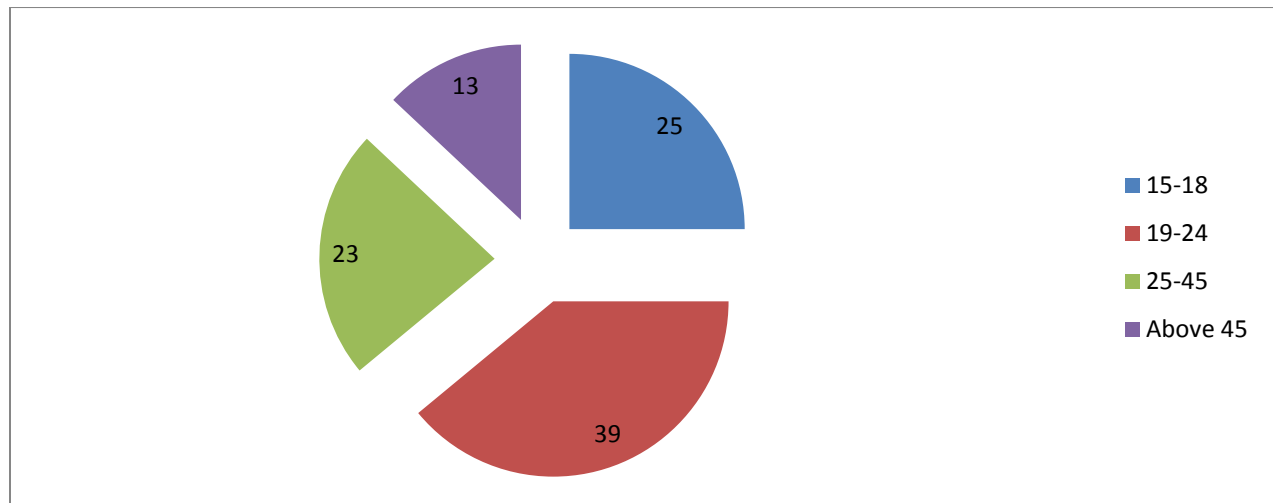
4.3 Primary Research Findings:

Figure 7: Gender



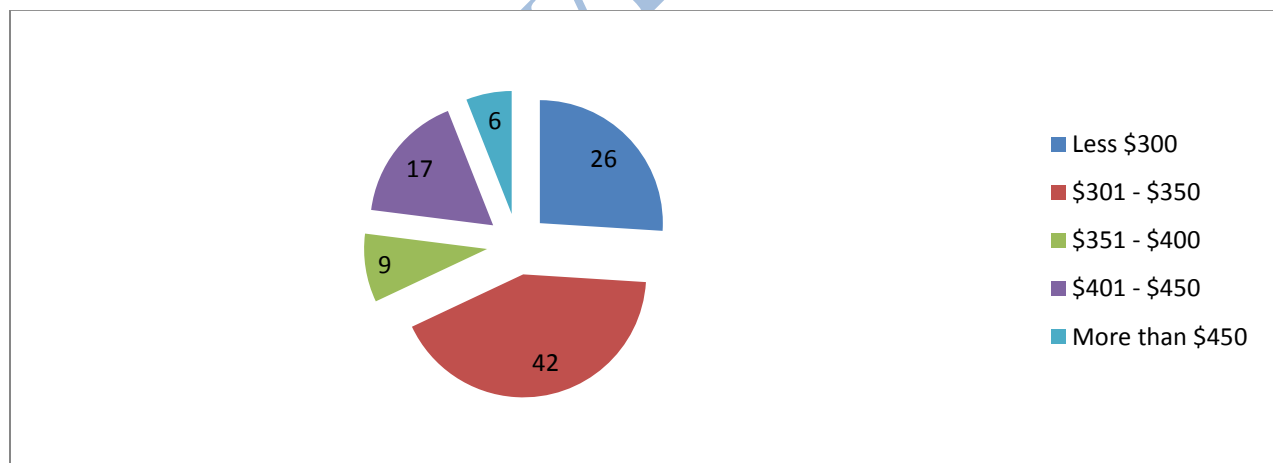
Those 100 respondents participated in the survey majority was of males amounting to 56% which means 44% were females.

Figure 8: Age



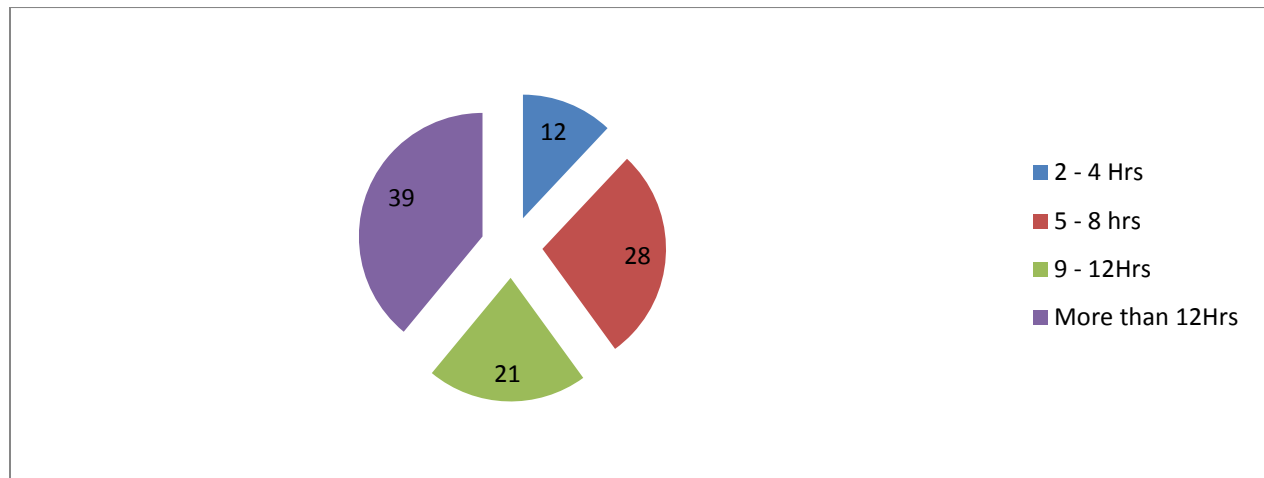
Those respondents who participated in the survey majority belonged to the age group of 19 to 24 since their frequency was 39. Those between 15 to 18 were 25 in strength and people having age 25 to 45 were 23. Those above 45 were least in numbers having 13% proportion from the total.

Figure 9: Price Range



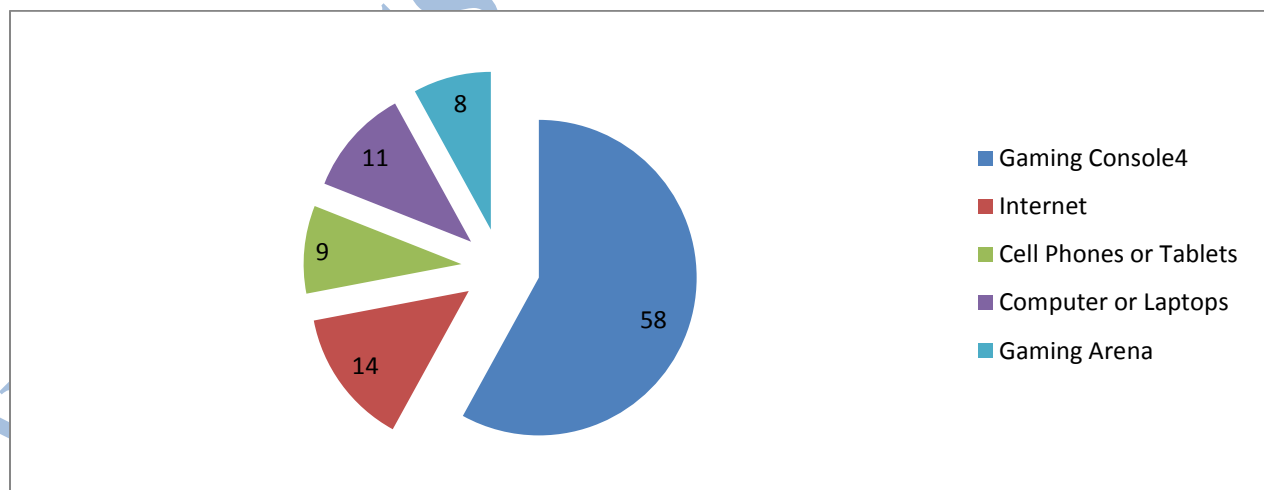
Respondents were asked gaming console of what price range they prefer or affordable for them majority i.e. 42 out of 100 opted for \$301 to \$350. Those choose less than \$300 were 26 and 17 stated \$401 to \$450 is affordable price for a exciting gaming console. Surprisingly only 9 respondents selected the price range of \$351 to \$400 in which most of the gaming console are offered in the market as of present.

Figure 10: Time Spent



Most of the respondents were found to be highly indulged with gaming consoles since 39 out of 100 stated they spent more than 12 hours weekly on gaming console. Those playing games 5 to 8 hours in a week were 28 and 21 respondents stating they spend 9 to 12 hours on their game stations. The least i.e. 12 were those consume 2 to 4 hours weekly on gaming consoles. This narrates that respondents are quite excited about playing games over gaming console and so information gathered will be authentic and credible.

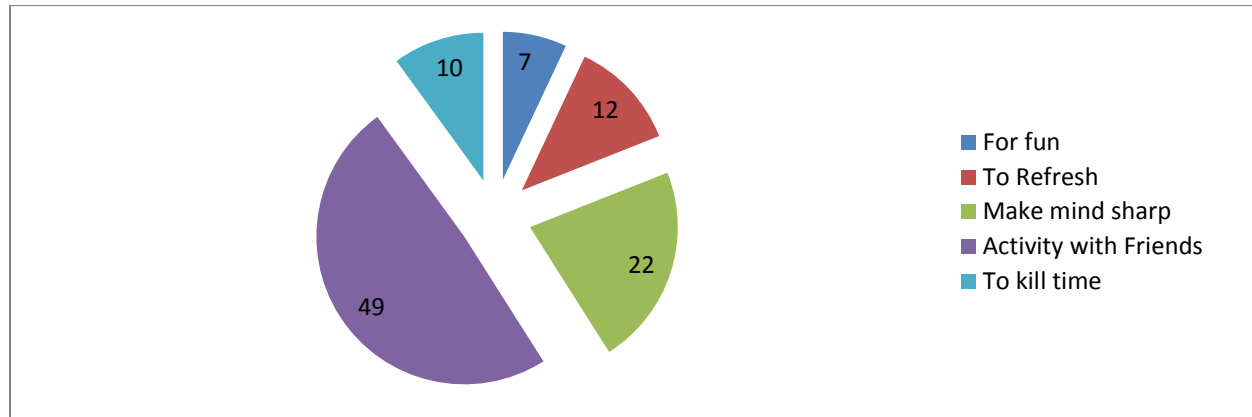
Figure 11: Mode of Video Gaming



Respondents were asked about their favourite mode of playing video games and majority stated about gaming consoles having strength of 58%. Followed by internet

which was selected by 14 respondents ones going for computer or laptops were 11. Only 9 stated in favour of cell phones or tablets and 8 opted for gaming arena.

Figure 12: Reason to Play



Respondents were asked about the reason they play video games on gaming console, majority i.e. 49% stated they want to have leisure activity with their friends. Those who stated they want to make their mind and reflexes sharp were 22 and 12 voted for an activity which can refresh their mind and body. Those who stated they play so as to pass time and nothing else to do were 10 and 7 stated as an activity which can provide them fun.

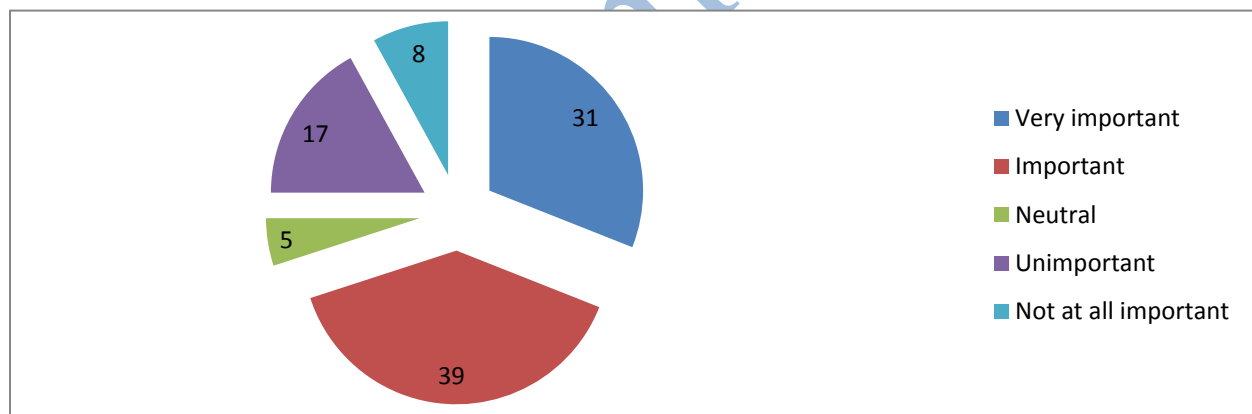
Table 1: Favorite Genre of Video Games

	Shooting	Racing	Fighting	Adventure	Sports	Puzzle	Simulation	Strategy
Most Like It	14	17	21	32	20	8	14	11
Like It	52	37	45	29	24	19	28	28
Neutral	14	32	19	19	10	13	10	11
Don't Like It Sometimes	13	9	13	14	15	24	23	24
Not at all Like It	7	5	2	6	31	36	25	26

Respondents were asked which their favourite game genre in console games is and the categories selected were shooter, racing, fighting, adventure, sports, puzzle, simulation and strategy. Category which was liked by majority of the respondents was fighting and shooting games as both received 66 votes in favour. It was followed by adventure games and those console players who liked this category were 61. Fourth was racing which was favoured by 54 respondents who stated they play such games more frequently. Sports video games on console were the fifth in line which was supported by 44 respondents. Simulation games managed to receive 42 votes of respondents in its favour followed by strategy games which attracted 39. The last was puzzle games which only gained 27 votes in liking.

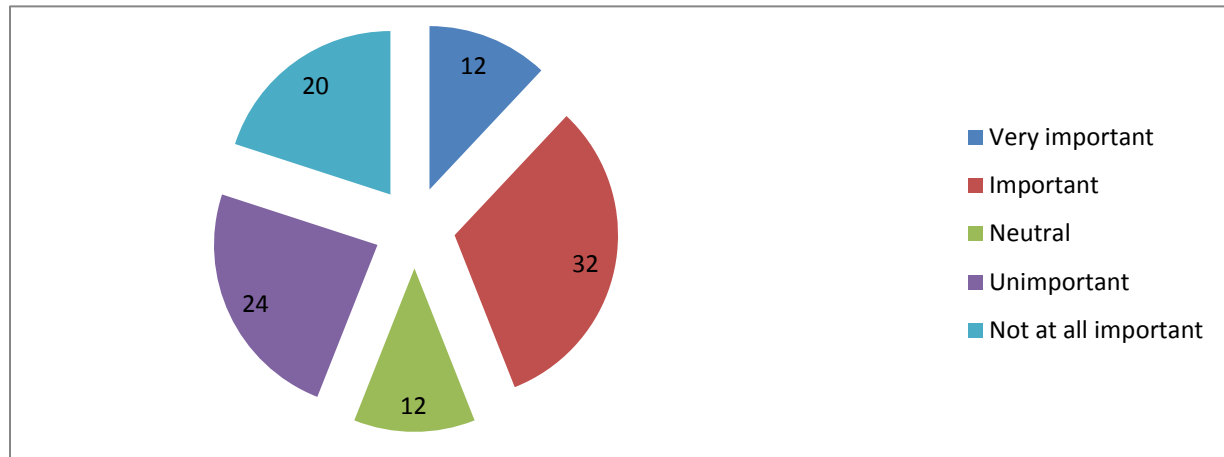
Respondents were asked about the external features of gaming console product in order to find out in order to find out the aspects they deem important in decision making process.

Figure 13: Importance of Price



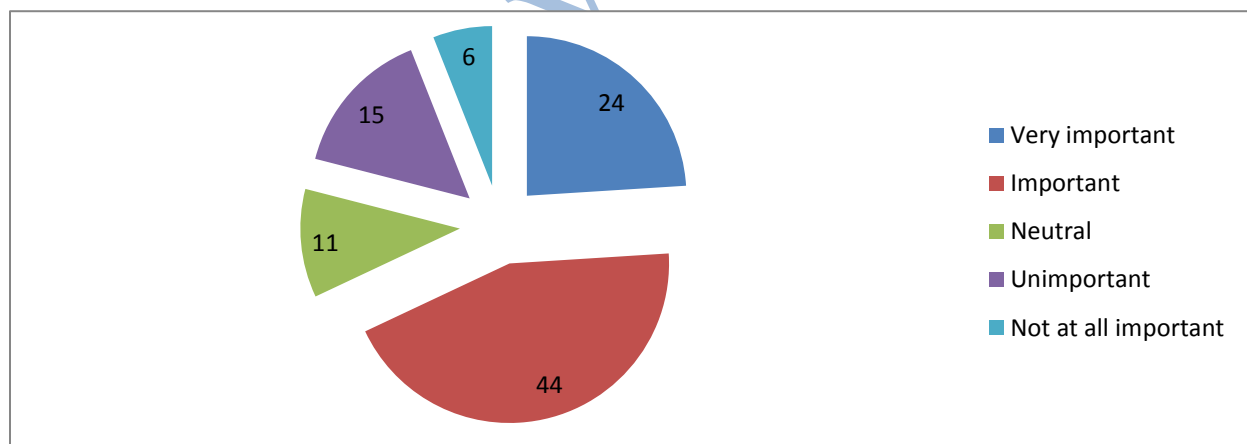
The first aspect asked in terms of importance was price which was highly considered by the respondents as vital. Those respondents who declared it very important were 31 and ones claiming it to be important were 39 in purchase of gaming console. Those staying neutral were 5 where 17 deemed price as unimportant when buying gaming console and 8 stated highly unimportant.

Figure 14: Importance of Warranty



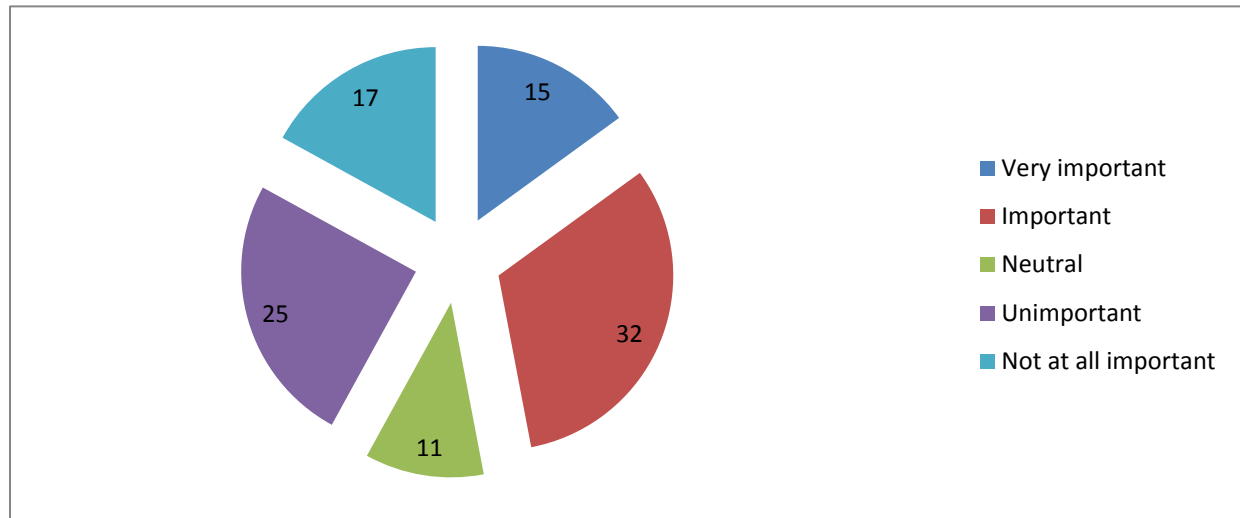
The second aspect asked in terms of importance was warranty which was also highly considered by the respondents as vital. Those respondents who declared it very important were 12 and ones claiming it to be important were 32 in purchase of gaming console. Those staying neutral were 12 whereas 24 deemed warranty as unimportant when buying gaming console and 20 stated highly unimportant.

Figure 15: Importance of Brand Value



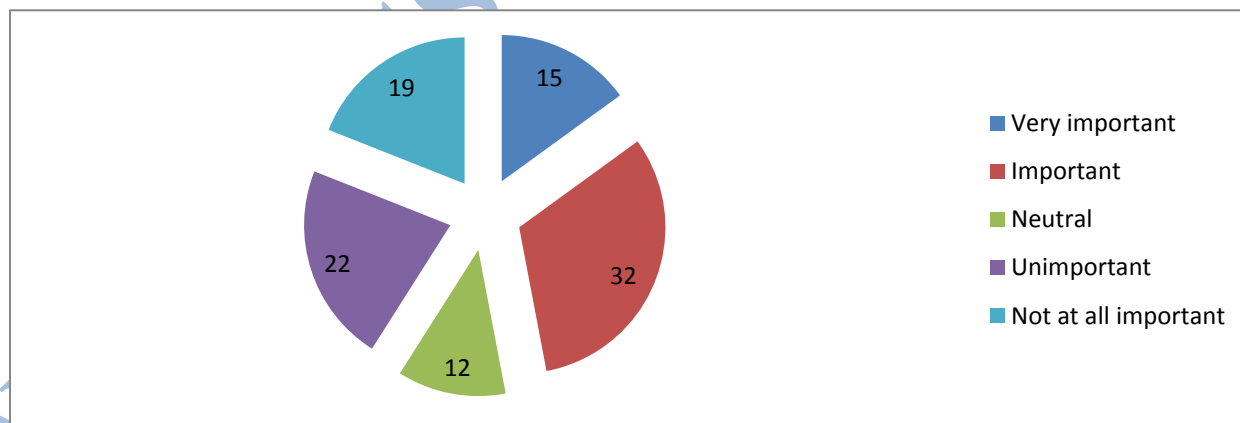
The third aspect asked in terms of importance was brand value which was considered by the respondents as most vital among all the selected variables. Those respondents who declared it very important were 24 and ones claiming it to be important were 44 in purchase of gaming console. Those staying neutral were 11 whereas 15 deemed brand value as unimportant when buying gaming console and 6 stated highly unimportant.

Figure 16: Importance of Comfort of Use



The fourth aspect asked in terms of importance was comfort of use which was also considered by the respondents as vital but to a limited extent. Those respondents who declared it very important were 15 and ones claiming it to be important were 32 in purchase of gaming console. Those staying neutral were 11 whereas 25 deemed comfort of use as unimportant when buying gaming console and 17 stated highly unimportant.

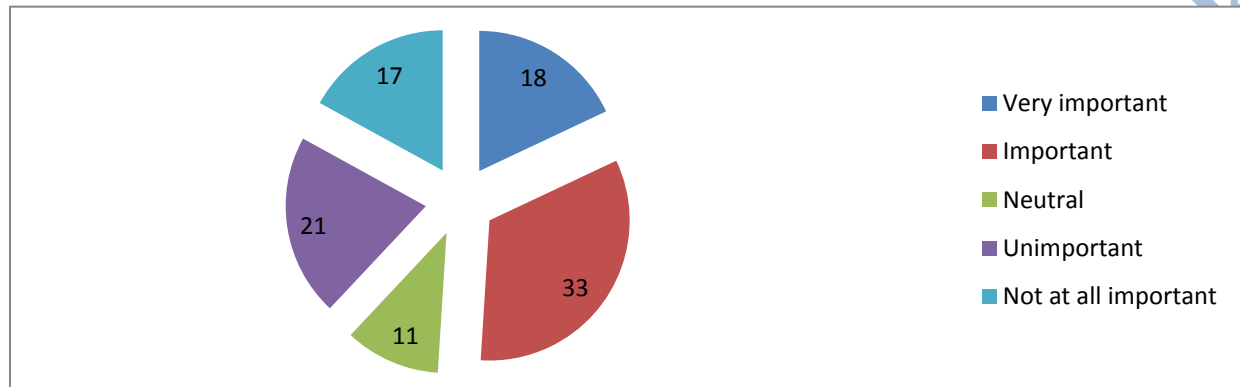
Figure 17: Importance of Free Accessories



The fifth aspect asked in terms of importance was free accessories which were also considered by the respondents as vital but to a limited extent. Those respondents who declared it very important were 15 and ones claiming it to be important were 32 in

purchase of gaming console. Those staying neutral were 12 whereas 22 deemed free accessories as unimportant when buying gaming console and 19 stated highly unimportant.

Figure 18: Importance of Easy Availability



The last aspect asked in terms of importance was easy availability which was also considered by the respondents as vital but to a limited extent. Those respondents who declared it very important were 18 and ones claiming it to be important were 33 in purchase of gaming console. Those staying neutral were 11 whereas 21 deemed easy availability as unimportant when buying gaming console and 17 stated highly unimportant.

4.3.1 Correlation Analysis:

Table 2: Correlation Analysis

	Success GC
Success GC	1.000
Simplicity	.650
Friendly Use	.716
Graphics Design	.611
Compatible	.629
RSO	.420
Large Variety	.667
EGP	.102

OGC	.519
Customization	.573

Association between success of Google gaming console and different factors related to product was measured. In this correlation testing success of Google gaming console is the dependent variable whereas factors that include are simplicity, friendly use, graphic and design, compatible, removable storage option, large variety of game genre, ease of game play, online gaming capability and customization are independent.

The first association to measure is of dependent variable with all the independent variables. Simplicity is 65.1% associated with dependent variable. This success of Google gaming console is 71.6% associated with friendly use of gaming console. Graphics and design has 61.1% association with Google gaming console success. Compatibility impacts success of gaming console at 62.9% and removable storage option at 42.0%. Large variety of genre will help in success of Google gaming console by 66.7% and online gaming capability will facilitate by 51.9%. Customization will assist success of Google gaming console by 57.3% and the only variable which proved to be ineffective was ease of game play.

4.4 Secondary Research Findings:

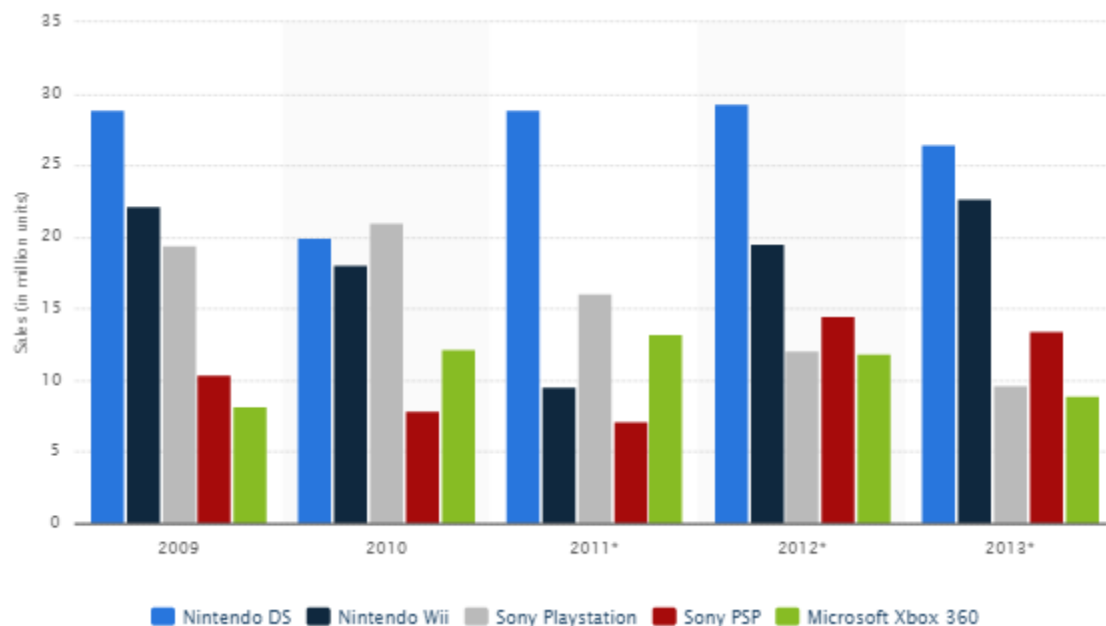
However, before presenting the conclusive statement of whether hypothesis is accepted and rejected, some secondary research is also conducted. The main reason behind the secondary research is to analyze the success of gaming console manufacturers. The inclusion of secondary findings will also help in understanding the behaviour and demands of customers and their impacts on the success of Google' gaming console, if launched in future.

Taking the case of Xbox into consideration, it is observed that this gaming console has been enjoying strong growth. According to the findings, more than 10 million of Xbox One consoles were sold in global market place, in few months after its launch. The market analysts are also found to be predicting that the volume of Xbox One console will further increase in 2015 (Hanson, 2014).

It is observed that the Xbox has enjoyed significant growth of sales in 2012 as compared to earlier year. Upon further investigation, it is found out that the key success factors behind the growth of Xbox mainly include technology, ease of play, price, and brand loyalty as well as the diversified range of gaming genera. Furthermore, when it comes to the sales of PlayStation, it is observed that likewise Xbox, Sony also sold over 10 million PlayStation 4 gaming consoles globally too (Freeman, 2014).

In addition to the above, below comparative chart reflects the sales of video game consoles worldwide;

Figure 19: Global Sales of Gaming Consoles

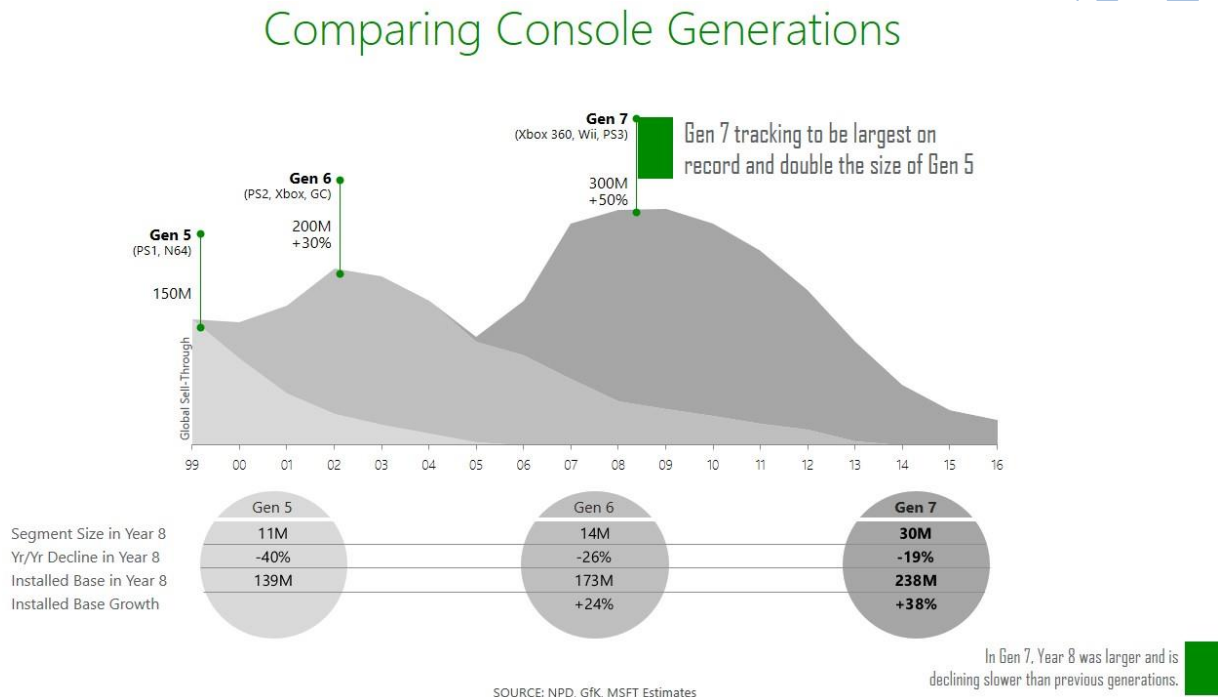


Source: Statista, 2014

From the above presented chart, it is noticed the Nintendo DS has been the most effective gaming console in terms of sales units. In 2009, Nintendo DS recorded the sale of 28.9 million units, Nintendo Wii 22.2 million, Sony PlayStation 19.4 million, Sony PSP 10.4 million and Microsoft Xbox 360 8.2 million. In 2013, Nintendo DS recorded the sale of 26.5 million units, Nintendo Wii 22.7 million, Sony PlayStation 9.7 million, Sony PSP 13.5 million and Microsoft Xbox 360 8.9 million. It can be observed that the sales units of every gaming console have been fluctuating at the constant rate. Upon further

investigation, it is found out that the main reason behind the fluctuation of gaming console units mainly include price, preferences, genre of games, graphics as well as technologies.

Figure 20: Comparison of Console Generations



Source: Xbox, 2013

From the above presented comparison between gaming console generations, it is observed that the generation 7 (i.e. Xbox 360, Wii & PS3) has been the most successful one. The main reason is defined as the fact that this generation is the fact that this generation was integrated with high-tech features which was one of the main reasons. In addition, another success factor of this generation is found to be the improved behaviour and increased awareness of customers in the global market place. The gamers are found to have more knowledge and information.






Despite almost double sales of generation 7 as compared to generation 5 (generation 7 sales unit = 300 millions and generation 5 sales unit = 150 millions), it is observed that the sales of gaming console is declining at the constant rate. The year to year declining

rate is found to be 19% too. The main reasons behind the declining sales of gaming console i.e. generation 7 mainly include substitute's i.e. smart phones, declining household income as well as hectic lifestyles.

Due to the multiple variances i.e. success and failure factors as defined above, the global market shares of each of the gaming console is also found to be shifting too.

Figure 21: Market Shares of Gaming Consoles

Market Share – 7th Generation (Same Periods Covered)

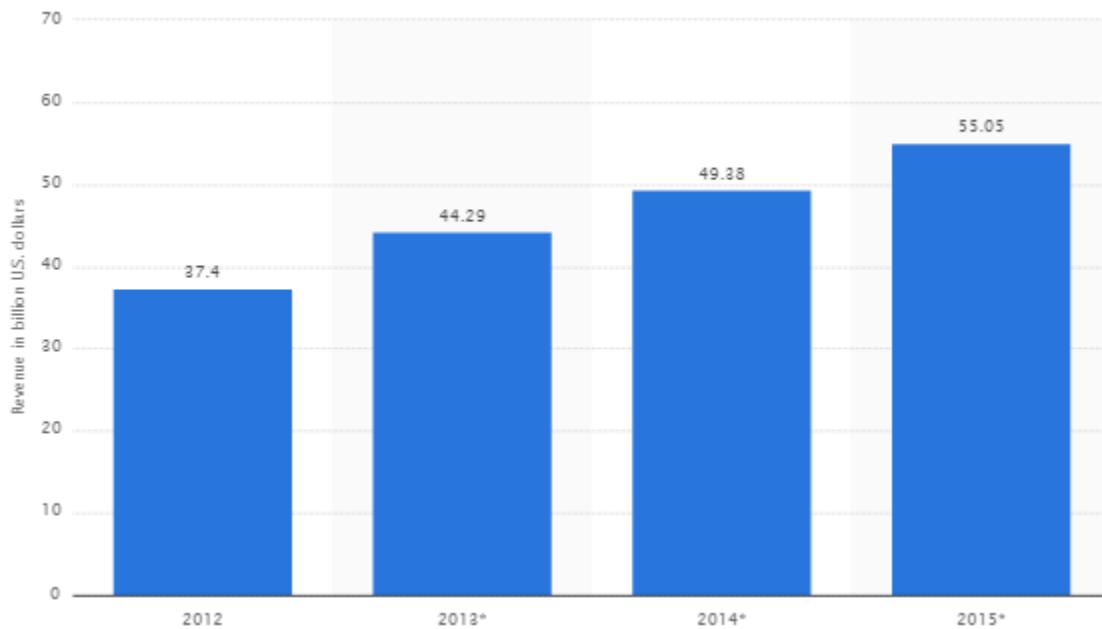
Console	2010	2011	2012	2013
 PS3	34.0%	38.9%	46.1%	50.8%
 Wii	42.6%	28.7%	20.9%	12.8%
 Xbox 360	23.4%	32.4%	32.9%	36.4%
Handheld				
 DS	68.3%	55.5%	37.3%	21.6%
 PSP	31.7%	44.5%	62.7%	78.4%

Source: Angelo, 2013

From the above presented chart, it is noticed that the market shares of PS3 has improved from 34% in 2010 to 50.8% in 2013. However, at the other end the Wii's market share has declined from 42.6% in 2010 to 12.8% in 2013. Xbox however enjoyed the growth from 23.4% of market shares in 2010 to 36.4% in 2010. At the other end, the DS' handled gaming console's market shares has declined from 68.3% in 2010 to 21.6% in 2013, whereas the PSP's market shares has improved from 31.7% in 2010 to 78.4% in 2013.

Although the gaming console companies are found to be experiencing various changes i.e. shifts in consumer behaviour and demand, competition, substitute etc and significant fluctuations in sales, it is also observed that the global gaming console hardware and software revenue has enjoyed significant growth from 2012.

Figure 22: Global sales of Consoles



Source: Statista, 2014

From the above presented chart, it is apparent that in 2012, the global hardware and software gaming console industry recorded the total sales of USD \$37.4 billion which increased to USD \$44.29 billion in 2013 and USD \$49.38 billion in 2014. In 2015, the industry is predicted to enjoy further growth with the total sales of USD \$55.05 billion.

Taking the above presented findings into consideration, it can be said that the gaming console by Google Inc will be a successful product for the company. According to the findings presented above, the respondents are found to be positive towards the gaming console by Google. However, likewise any other gaming console manufacturers in the market, the Google will be required to offer high-tech product at the competitive prices to stay strong against its competitors. The hypothesis is however accepted as there is a positive behaviour from customers about the gaming console by Google Inc.

Chapter Five – Conclusion

5. Conclusion:

This research was aimed to examine how customers and gamers will response towards the newly advent gaming console from Google. The main objective of this research was to investigate the acceptance and success of newly introduced product i.e. Google Gaming Console. This research answers to what extent customer will accept this gaming console in presence of existing gaming console.

Gaming console are getting more recognition with the massive usage of indoor activities as way to enjoy leisure time. Anybody with friends or even alone can enjoy playing video games on console for various purposes. Video gaming sector is found to be experiencing intense competition, which also affects the customers' criteria to meet their needs and demands.

In order to conduct this research study, interpretive philosophy was considered as a starting point. Moreover, the deductive research approach was applied to ensure that the required information could be obtained from the research findings. Moreover, when it came to the data collection, in total 100 responses were generated using the survey as primary data collection. The gamers were selected as target audience to collect the required information. Furthermore, when it came to analyze the collected data, SPSS was applied to run multiple tests such as correlation. Majority of the respondents were men with almost a ratio of 3:2 in the 100 responses. Participants' majority fall in the age of category of 19 – 24 almost half of them and significant number in 15 to 18. Those who spend more than 12 hours weekly on play games over console were in majority followed by those who spend 5 to 8 hours. Most of the respondents stated that they like to spend \$301 to \$350 on buying a gaming console which would be in their purchase limit.

The variables related to core study which is finding whether Google Gaming Console can be a success were studied. Findings revealed interesting behaviour of the respondents which will certainly help in knowing the customer psyche. Customers

revealed in majority that they like to play video games on console as compared to internet, computer / laptops, gaming arena or cell phones / tablets. Customer also narrated that they like to have an activity with friends and this is the prime reason of playing video games over console.

In terms of game genre some important findings were revealed from respondents as 2:3 of the people stated that they like to play shooting and fighting games more as compared to other types. It was followed by adventure games and fourth was racing after which game genre favoured was of sports. Simulation, puzzle and strategy games also gained some recognition but least in comparison to shooting and fighting games.

Before moving on to the actual product which was gaming console some external factors were asked as well which remain associated with every product or service and therefore important. Although the importance of the core product cannot be denied but sometimes products not as competitive than rival brands tend to have higher market share due to these external factors which include price, warranty, brand value, comfort of use, free accessories and easy availability. The factor which was deemed the most important among all was brand value of the gaming console. This might be due to the fact that at present all gaming console popular and having bulk of market share are owned by renowned technology company brands like Sony and Microsoft.

After brand value of gaming Console Company, the most important factor declared by respondents was price. More than 2:3 of the respondents declared that price does play a role when comparing brands of gaming console. This might be due to the fact that various alternatives are available in the market in place of gaming console both in form of service and product. Youngsters can play video games on hand held devices and computer or even online with their friends. Not only are these there gaming zones in big cities where people can play video games along with other leisure activities. Therefore less expensive alternatives can be selected though the experience of playing video games over console would be totally different and unmatched but even then they can be utilized in some case almost no cost.

Other factors like warranty, comfort of use, free accessories and ease of availability also played an important role however they were deemed less important as examined from the responses of the survey.

In addition, various factors were taken into consideration which include simplicity of the gaming console to operate both in terms of hardware and software, friendly use, attractive graphics and design of the games, compatibility with all formats, removable storage option, large variety of genre, online gaming capability, customization of games as per liking and ease of game play. Except the last factor ease of game play all factors were found to be significant in playing a decisive role to make Google gaming console a success.

The factor which was found to have the most significant impact over the success of Google gaming zone was simplicity. This factor meant that the hardware and the software should work in a simple manner that can be easily operated by gamers. Previously customers had complains about gaming consoles that are complicated in terms of operating and the fun exhausts in all the hassle required to operate those gaming consoles. Factor after simplicity was friendly use which is different from simplicity and compatibility. This means games should be customer oriented and can be operated by gamers at their level of ease. Various games do not tend to gain success due to the fact that they cannot comply with the level of understanding of their target audience i.e. the gamers playing those games. Therefore it is important that games developed by Google gaming console should be easy to acquaint by customers rather than having complications.

Graphics and design of the games was also given importance by the customers. According to them they should be appealing and add value in the fun. When graphics and design of the game will help in attracting customers it will not require much of advertising and marketing cost and gamers experience will spread word of mouth. These graphics and designs should not only be alluring for gamers but also different from competitor brands so that it gives a sense of creativity to its target audience. Compatibility of the gaming console was also acknowledged by the respondents as they should be a mean of cutting down cost for the gamers. Video games of other console

brands if compatible with Google gaming console will surely help the company in getting wide recognition. At present compatibility is a big issue among different brands as games of one cannot be played on other.

Removable storage option was given importance but not much by the respondents and this might be because of the fact that almost every gaming console is offering this feature. So it is almost certain for Google to offer this option in its gaming console. Product feature which was given most importance after simplicity was large genre of games which is another aspect lacking in current brands. Various brands are offering limited number of games which cannot allure customers who are mostly teenagers; want to try different options but unfortunately not on offer.

Last two features which were deemed important for the success of Google gaming console was online gaming and customization of product features purchase as per customer liking. Online gaming is a factor not many brands are offering at the moment and this will be highly appreciated by customers if adopted by Google. On the other hand customization of gaming console will also allow Google an upper hand over its rival brands. Customers will be able to pick features like online gaming, different games as complementary, removable storage option, intensity of graphics and design etc. as per their liking.

Chapter Six – Recommendations

6.1 Recommendations:

From the above presented research study it is concluded that the new gaming console by Google Inc will be one successful new product development. It is clearly observed from the research findings that consumers' behaviour towards the new gaming console if launched by Google is positive and will be appreciated by the customers too. Although the hypothesis created and presented in the chapter 4 is accepted, but there are some key areas that Google Inc will have to focus on, when new gaming console will be produced and launched into the market.

Below are some critical areas along with the recommendations for Google;

Genre of Video Games: It is observed from the findings that fighting and shooting games are the most liked gaming genre by respondents. Although, competitors such as PlayStation, Wii and Xbox are found to have diversified range of gaming genre, but the responses reflect that there is still a gap left by the existing market players. The Google Inc, is therefore recommended to focus on developing the diversified range of video games, especially while focusing on shooting and fighting games. This will however require the company to ensure that its gaming software are adequate and in accordance with the customers' demands and expectations too.

Competitive Price: A part from this, it is also observed from the findings that price is another critical area that customers are usually concerned with. According to the findings, 70% respondents clearly stated that price is one important element and factor which is taken into consideration when buying a gaming console. The industry trends have also revealed that competitors are also involved in intense price war. Unlike others within the industry, the Google Inc is recommended to keep its price low as possible. At current, the gaming consoles are launched with premium prices, but later the price is reduced. However, the Google is recommended to keep its prices low from the very first day of its launch. At one end, it will enable the company to come up with cost leadership

strategy as its competitive advantage and at the other it will also assist the company to expand its market shares at fastest possible rate.

Brand Value: It is also observed from the findings that the brand value is important for customers, when buying any of the gaming consoles. At current, the brand image and brand value Xbox and PlayStation are found to be very strong. The Google is therefore recommended to keep its name in front when conducting marketing and promotional activities. In order to do so, the company is also recommended to communicate the value propositions that it will be offering to its customers. Furthermore, the company is also recommended to focus on the branding strategy for new gaming console. For this, the Google Inc is recommended to apply the company name as branding strategy. The main reason is the fact that using company name as branding will enable the customers to develop positive perceptions about the product as whole. Since Google already has strong brand image, its existing brand value will eventually assist the penetration in new marketplace with gaming console.

Accessories: Moreover, the findings also revealed that customers tend to get free products and services along with the primary product. Similar is the fact that gaming console as customers do expect companies to offer them free accessories along with the gaming console. Google Inc is therefore recommended to offer customers free accessories which shall include speakers, extra joystick and free games etc. This will also help Google to attract potential customers, to penetrate in the market and strengthen its market shares.

Graphics but Simplicity: Moreover, the findings have also revealed that graphics is one of the most important features that affect customers when buying any of the gaming consoles. In recent years the gaming console manufacturers such as Sony and Microsoft are using high-tech resources and skills to produce high quality graphics. Google at the other end also possesses all these skills and resources too, which is one plus point for the company. The company is therefore recommended to ensure that its new product is distinctive from this perspective too. This will also help and assist the Google to attract the customers and develop a key competitive advantage.

Online Gaming: Other than the above discussed and recommended areas, the company is also recommended to develop an online gaming platform, which shall enable the gamers to connect with each other and play online. At current, the competitors are also offering the similar features, but Google Inc can work on this feature more effectively than other. The main reason is the fact that it has all required skills and has developed many online portals and platforms such as Google Search Engine and Google Plus. The company can easily use its existing skills to develop a new portal and platform for gamers too, which will also contribute towards the development of a unique competitive advantage.

Although the Google is found to have strong market existence and is known as the world's leading and successful company, but since it will be entering into a new market with new product, it is most likely to experience several issues and risks. Below highlighted are some key risks that company is most likely to experience;

- Competition – At current the existing industry players i.e. PlayStation, Wii and Xbox have strong brand image and own majority of market shares. The Google will therefore find it different to respond these issues and influence consumer behaviour to develop positive perceptions about its new gaming console.
- Threat of Substitute – In addition, the gaming console industry is continuously producing new technologies and products. It can simply be noted from the fact that existing gaming console manufacturers are keep producing new products with advanced features and technologies. Google may not be able to compete its competitors and it will also have to absorb and respond to product development trends accordingly.
- Consumer Behaviour – Customers are found to have improved level of knowledge and awareness about games and gaming consoles. In addition, since Google has not launched its gaming console yet, the customers' behaviour may change during the product development and launch.

As noted from above defined potential risks that Google may face, the company is also recommended to focus on two other key areas i.e. market entry strategy and marketing & promotional strategy.

It is a fact that developing and introducing a gaming console will be a new area for Google. Although it has great experience and successful product development and launch portfolio, but since gaming industry has entered into intense competition mode, it will have to focus on most effective strategic options. In order to do so, the company, is recommended to apply the product development as market growth approach. This will enable the company to not only ensure the success of new product i.e. gaming console, but it will also enable the company to improve and enhance its existing brand and product portfolio.

Moreover, taking the intensity of competition and pace of new product development from competitors, the company will also require developing and maintaining its competitive advantages too. In order to do so, the company is recommended to focus on two areas i.e. differentiation and cost leadership. The differentiation simply means to produce and launch unique and different products and services that no existing industry player is offering. Similarly, the Google Inc is also recommended to ensure that it produces the different product i.e. gaming console. For this, graphics, technology, storage capacity, customization and gaming genre are some of the key elements and areas that Google Inc can focus on. Moreover, when it comes to the cost leadership, the Google Inc is already recommended above that it must keep its prices low as possible. The combination of these two strategic focuses will enable the company to ensure that it remains distinctive and competitive from others within the industry.

The combination of above presented strategies and areas to focus will enable the Google to ensure the successful product development, product launch, market penetration as well as growth of market shares.

Chapter Seven – Personal Development

7.1 Development of Interpersonal & Professional Skills:

It is a fact that this research project has provided a great opportunity to improve my existing interpersonal and professional skills as well as to develop the new ones. I must accept the fact that undertaking this research study has improved my research skills, my analytical attributes, time management skills, pressure handling, conflict management as well as ability to remain focus throughout the entire project. The combination of multiple activities throughout the entire research project and mainly the primary research and data collection phase has taught me a lot. I am more confident today as compared to my past when it comes to the communication, pressure management as well as planning and decision making.

Other than this, this project has also assisted me to learn multiple management areas which include advertising, consumer behaviour, market research, strategy selection and development, planning as well as leadership. Before conducting this research study, I was weak in all these areas. However, this project has helped me a lot to learn, understand and realize the importance of all management disciplines and their implications in practical context. Although, it was an education research project, but such elements associated with it has helped me to realize their implications in practical world. As compared to the past, I feel much stronger and skilled for my upcoming professional career. The areas learnt and skilled developed throughout this project will surely help me to act as an effective individual in my professional career.

7.2 Areas to Improve:

Although, this research project helped me to improve my interpersonal and professional skills, but I still feel weak in some areas too. Especially, when it comes to the planning, analyses, decision making and resource management, I find myself weak. The main reason is the fact that I have not been able to perform these tasks in my so far professional career. Therefore, I feel that when I enter into professional career, these

will be some challenges for me to deal with. In order to improve my professional skills further and cope with the potential challenges, I have constructed a short plan which is presented below;

- **Workshops and Internship:** After completion my educational career, I plan to join any firm for short term as internee. This will help me to learn the professional environment as well as will also help me to improve my weak skill areas.
- **Reading and Learning:** Other than this, I also plan to read articles, books, research studies and suggestions. This will also help me to first understand the theories that I could apply and then apply in practical context during my internship program.
- **Skills Development Events & Seminars:** Last, but not the least, I also plan to attend short courses, events and seminars for personal development skills. These will also help me to learn of what is expected by employers and how required attributes could be developed.

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Appendix

A: Survey Questionnaire:

“Introducing a New Game Console by Google”

“The goal of this questionnaire survey is to investigate the responses of customers towards new game console that is introduces by Google”

1 Gender

- ☐ Male
- ☐ Female

2 Which of the below Age group do you belong?

- ☐ 15 - 18
- ☐ 19 - 24
- ☐ 25 - 45
- ☐ Above 45

3 What is affordable price for a video game console?

- ☐ Less than £ 300
- ☐ £ 301 - £ 350
- ☐ £ 351 - £ 400
- ☐ £ 401 - £ 450
- ☐ More than £ 450

4 How much time do you spend for playing video game in a week?

- ☐ 2 - 4 Hrs
- ☐ 5 - 8 hrs
- ☐ 9 - 12Hrs
- ☐ More than 12Hrs

5 Which is your favorite mode of playing video games?

- ☐ Gaming Console
- ☐ Internet
- ☐ Cell Phones / Tablets
- ☐ Computer / Laptops
- ☐ Gaming Arena

6 Why do you play video games ?

- ☐ For fun
- ☐ To refresh
- ☐ Make mind sharp
- ☐ Activity with friends
- ☐ To kill time

7 What genre of video games do you like rate on following scale

	Most Like It	Like It	Neutral	Dont Like It	Not at all Like It
Shooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Puzzle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8 Which are the following features you are expecting from Google's new gaming console or current gaming console brands do not offer

	Very important	Important	Somewhat important	Not very important	Not at all important
Simplicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphics & Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compatible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removable Storage Option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large variety of game genre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of game play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online gaming capability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9 How important are the following factors to you when that will affect you when buying Google Gaming Console?

	Very important	Important	Somewhat important	Not very important	Not at all important
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warranty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free Accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10 What should be the price of gaming console having all features mentioned above in question 5 and 6 which makes you buy it in any case?

- ☐ £ 150 - £ 200
- ☐ £ 200 - £ 250
- ☐ £ 250 - £ 300
- ☐ £ 350 - £ 400
- ☐ £ 450 - £ 500

11 Do you think, making past reputation as the base, Google will be able to launch gaming console as competitive compared to renowned brands at present?

- ☐ Highly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Highly Disagree

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B: Project Proposal:

PGBM73 MBA DISSERTATION MODULE – Assessment 1

PROJECT PROPOSAL- 20% of Final Dissertation Module Mark

Candidate Name:.....**Khanh Vu Ngoc**.....

Study Centre:.....*London campus*.....

Enrolment Date:...28/4/2014..... Registration number...**139175338**.....

Project Title:...**Introducing a new gaming console by Google**.....

Hand in Date of Proposal:
..... *14/10/2014*.....

Project Background:

Introduction to the Topic:

Over the last three decades, an apparent evolution in the gaming industry can be observed. A journey from Pac Man to massively populated and three dimensional environments has been made. With the advent of latest

technologies, individuals have involved with online virtual communities and play games on daily basis with people, they have never seen in real life. The evolution resulted in development of games beyond the single concept such as eating the yellow dots Pac Man to highly sophisticated, persistent, and supported with virtual worlds, competitive and optional games. The latest examples in the gaming field with near to life graphics including World of War craft, Guild wars, Counter strike, Team fortress and others. It was all possible mainly because of rapid development in the field of computing power and internet access. Moreover, with the advent of new and competitive gaming consoles, individuals are able to enjoy high end consumer electronics in the shape of Xbox, Wii, Playstations, and many others. A research conducted by NPD in 2008 stated that 174 million gamers are playing games on computer either on PC or MAC. This research encompasses 3% of extreme gamers who spend a lot of time on gaming consoles. A latest research of 2010 stated that the gaming industry has grown to 4% and extreme users have increased, as well. The global video games market statistics reflect strong growth in the near future.

Thus, it is observed that the gaming industry is multibillionaire industry. Different products are being accepted and used by consumers across the globe. However, one of the most leading software and hardware company: Google has not entered the market but with the advantages of Android, world's most popular smartphones operating system they believe they can make a gaming console that change the way people playing game. This research study is based on how gaming console from Google shall be accepted in the gaming market.

The Problem:

Google is of leading software and hardware Company across the globe. It has different products under its umbrella, amongst which few are very famous and popular, and without them today's generation cannot survive. Some of the popular products include Google Search Engine, Android Software, YouTube, Google Plus, Google Tabs, Smart Phones, Google Note books and many more. Google has marked its name in every industry it has entered. However, even though the video gaming industry reflects potential and is promising, yet Google has not yet entered this market. The core idea is the fact that the introduction of gaming console from Google shall be a breakthrough in the industry.

The Strategic Project:

This project proposal is based on the idea of Google entering into the gaming industry by introducing new and unique gaming console. With the help of its effective research and development and unique competencies, Google can achieve this milestone. This research project is based on the investigation of how customers and

gamers will response towards the newly advent gaming console from Google. How the gamers will respond to it, and how much it be able to gain the benefits.

Literature Review:

Based on the current Google's product portfolio, it is observed that the company has launched every technological product under its name, but gaming consoles. The product category for Google moves from providing search engine, social networks, and operating system for computers, operating systems for Smart Phones, different software and many more, yet the company has not launched a gaming console, whereas its competitors including Sony and Microsoft are leading the market share. Involving in the gaming industry will require company to start the process of new product development, and therefore the literature review for the proposed study comprises of the process for new product development as the company is to introduce a new product in the market. According to Koenigsberg, Kohli, & Montoya, (2011), the development of any product or services that is new needs to be supported by a systematic process and series of steps. Ofek, & Sarvary, (2003), supported this stance and claimed that the development of new product generally comprises of series of all the steps and activities that begin with the identification of market opportunity and ends at the successful launch of the product into the market. Bommer, &, Jalajas, (2004)., on the other hand, stated that since product development needs to be supported with adequate rationale and company's intention is to gain benefit from that product, as a result, the process and the researcher is more targeted as compared to general research and development activities. The process of New Product Development (NPD) needs to be strategically taken, so that the company's important resources are not wasted.

According to Pablo, & Javidan,(2004), the general process of NPD is supported by sequential approach driven by the chronological progress of developmental task. There are number of steps that are considered and taken within the process. Each step has a specific beginning, has a review and controlling phase and then starts with the new step. Buckley, & Ghauri, (2002), in this regard stated that the end of step one is the beginning of the step two and therefore all the different number of tasks are to be interrelated and interdependent. Narayan, (2000), argued that the approach towards the new product development is similar to handling and managing the project. A project needs to be completed within the given resources and within the time limit and similarly, the

process of new product development flows in the similar direction. According to Stegmann, (2009), there are multiple approaches towards the process of NPD. Some scholars have provided with different approaches and processes that can be carried forward to ensure that the company is adding new product to its portfolio. However, the theme of each process remains the same. Annacchino, (2003), supported this argument and claimed that the process comprises of parallel and cross functional steps that are interrelated and interdependent. The gate of new step is the end of previous step. The end of step comprises of the deliverables of the previous steps and then the process moves on until the product is genuinely launched within the market. In terms of the introducing a new gaming console, Google needs to go through a process of new product development. Even though, it has all the required expertise and abilities, yet it needs to decide how consumer shall react to the product. Annacchino, (2007), in this regard, stated that the very first step is to evaluate and assess the opportunity. If the opportunity reflects potential and profitability, then it needs to be passed through the second stage of the process. The first step is observed to be critical, as it tends to set the stage for the rest of the project. If the product passes through the filtering process of ideas, then it requires work. Kahn, (2005), on the other hand, stated that to increase the efficiency and effectiveness of the process, different departmental resources are to be integrated, in order to make the process more flexible, speedy and effective. Kahn, (2005), for example has stressed the importance of having effective communication between the marketers and the researchers to understand what consumers want and what the company is researching. Thus, it is observed that the process comprises of overlapping stages where operational decisions are incrementally made within the teams. Strategic aspects of the project are delayed, in order to ensure that there is more flexibility integrated within the changes (Trott, 2008). Google, in this regard needs to assure that it has carried out an effective and efficient product development process.

Objectives:

- To examine consumer behaviour for new gaming console that shall be introduced by Google
- To investigate the market share that Google can capture through its gaming console
- To predict the revenue and success of newly introduced product i.e. Google Gaming Console

Methodology:

This research study shall be conducted with the help of acquiring primary and secondary data. Primary data shall be gathered in quantitative form through carrying out survey questionnaires with the customers. The customer shall include the gamers who can tell how they will react if the Google introduces the new gaming console in the industry (Greener, 2011). Secondary data shall be collected in qualitative and quantitative form. Through the collection of secondary data in qualitative and quantitative form while searching journal articles, magazines and papers from authoritative bodies, the researcher shall propose the future of the industry and how Google can make the most out of it. With the help of deductive approach the researcher aims to draw the conclusion for the study (Heaton, 2004). This approach shall aid the researcher in acquiring the data and also to remain focus over the critical areas and relationship between different factors and variables. While using the interpretive philosophy, the researcher shall be able to develop and investigate and describe the relationship between the success of the new product and how consumer shall accept it. The acquired data shall be assessed and analysed through the help of statistical software known as the SPSS. This software is critical and is used to study the quantitative responses that are gathered through different ways. Moreover, the entire research study shall comply with the ethical guidelines and principles to ensure that the study remains valid and reliable (Jha, 2008).

MBA Dissertation

Key Activities <i>(Milestones)</i>	Time-scale <i>(Plan of action)</i>	Resources required <i>(Equipment, software, personnel etc)</i>
Writing the introduction	First week	Computer, and internet
Searching the secondary data	First and second week	Computer, and internet

Designing primary data acquisition tools	Third week	Computer, internet, printer
Conducting primary research	Fourth week	Respondents, administrator, internet, computer
Writing literature review	Fourth and fifth week	Computer, and internet
Stating findings	Sixth week	Computer, and internet
Analysis	Sixth week	Computer, and internet
Conclusion and Summary	Seventh week	Computer, and internet

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First Line Supervisors confirmation that the project has been discussed at a supervisory meeting and inclusion of any comment:

Namedate of meeting.....

Comments

FEEDBACK SHEET

Feedback on Project Proposal:

FINAL MARK: / 100 marks

Any actions to be discussed with Local Tutor:

Marked by: Edward Anyaeji

Date: 26/10/2014

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