

Market Share of Personal Computer in India

Dr. V. Alwarnayaki¹, Dr. P. Ramalakshmi², Dr. V. Padma³

^{1,2,3} Assistant Professor of Commerce, Sri S Ramasamy Naidu Memorial College, Sattur.

ABSTRACT:

In this study traced the Market share of four Major players in the industry of Personal Computer Manufacturers in India. A personal computer (PC) is a cost-effective computer designed to use by a single end-user. The personal Computer has changed lives of individual in both personal and professional ways. Every PC is dependent on microprocessor technology and the entire central processing unit (CPU) set on a Single Board. More than PCs can be connected them together to create a network, such as a local area network (LAN). Nowadays it is almost impossible without PC someone can live. In recent years PC are most significant to improve the efficiency, productivity, accuracy, saving valuable time and expedite work done in any work at anywhere. Not only business it also helpful to learning, entertainment and personal work. So sale of computer are increased gradually. This study has traced the market share of PC in India for the past 5 years from 2014 to 2018.

INTRODUCTION:

Nowadays without PC workflow is not an easy task. Personal Computer have advantages for everyone from preschoolers to senior citizens. Prior to the PC, computers were designed for (and only affordable by) companies who attached terminals for multiple users to a single large computer whose resources were shared among all users. By the late 1980s, technology advances made it feasible to build a small computer that an individual could own and use. Businesses make use of PCs to perform tasks like accounting, desktop publishing and word processing as well as to run database and spreadsheets. At home, PCs are mainly used for multimedia entertainment, playing PC games, accessing the Internet, etc. In Educational Institutions PCs are helpful for professors, researchers and advanced technology lab for students support their research and project. They also become a vital gadget in several sectors like railways, banking, electricity, telephone departments, shopping carts, Medical industry PCs are helpful to doctors in diagnosing diseases quickly and efficiently. The importance's of usage of PCs are increased day by day sales of PCs are increasing in worldwide. In

¹Dr. V. Alwarnayaki, Assistant Professor of Commerce, Sri S Ramasamy Naidu Memorial College, Sattur.

²Dr. P. Ramalakshmi, Assistant Professor of Commerce, Sri S Ramasamy Naidu Memorial College, Sattur.

³Dr. V. Padma, Assistant Professor of Commerce, Sri S Ramasamy Naidu Memorial College, Sattur.

India also the sale trend of PCs showing upward trend. This study reveals the market share of major vendors of PCs in India for the past 5 years from 2014 to 2018.

OBJECTIVE OF THE STUDY

1. To analyze the marketing trend of major vendors in PC business in India
2. To compare the market Share of vendors in PC business in India

SOURCES OF DATA

This study used secondary data. Data mainly collected from IDC (International Data Corporation) reports. And data collected from various journals, websites, Articles etc.

PERIOD OF THE STUDY

This study covers 5 years from 2014 to 2018.

HISTORY OF PCS

Even though PCs are intended to use as single-user systems, it is normal to connect them together to create a network, such as a local area network (LAN). A PC can be a microcomputer, desktop computer, a laptop computer, a tablet PC or a handheld PC.

Technically, India's first computer was a small analogue device built in 1953 at Calcutta's Indian Statistical Institute. It was used to solve linear equations. But a year 1954–1955 the institute imported a British-built HEC-2M and it is considered India's first computer. The computer was a huge device measuring 10 feet in length, 7 feet in breadth, and 6 feet in height. It had no keyboard, monitor, or even a processor, and was armed with a generous 3KB worth of memory. Input was fed into it using punched cards and output was printed out via an attached printer. The initial period 1955 to 1970 was a period of exploration with no specific government policies guiding this technology. The Bhabha Committee appointed by the Government of India in 1963 realized the importance of electronics and computers in national development and suggested establishment of the Department of Electronics (DoE) in the Government of India (GoI) to promote rapid growth of electronics and computers latterly called the Electronics Corporation of India Ltd (ECIL). ECIL made computer called TDC312 and TDC316 which were similar to computer made by the Digital Equipment Corporation of the USA. In 1984 the government decided to bring in computer manufacturing to the private sector and a number of companies started making minicomputers using imported microprocessors. The new policy allowed the import of fully assembled motherboards with processors and reduced import duties.

In 1986 software companies were allowed to import computers at reduced import duty rates to enable them to export software. Software development was recognized as an industry deserving many tax concessions. But on the hardware side commodity PCs and laptop manufacture slowly washed out. They were assembled from boards and other parts imported from China, Taiwan etc., and sold by HP, Dell, Asus, Acer, and other multinational companies. Indian “manufacturers” such as

HCL, WIPRO, and Zenith were also assembling machines with imported kits but their volumes were low as they could not compete in quality and mass manufacturing capability of the multinational companies. Before 2000 HCL Info systems has decided to exit the PC manufacturing business and the hardware manufacturing struggled and there is no cost and competitive advantage today in manufacturing hardware in our country. Similarly Wipro, Zenith, Chirag shut down their computer hardware business due to sluggish sales in Indian Market.

Later from 2014, due to vast expansion of computerization in Central Government, State Government and growing IT & ITES industry across country shown increase and sudden decline of PC business shipment in India as per IDC report.

MAJOR VENDORS IN PC MARKETING IN INDIA

The year 2014 onwards, mostly MNCs only like Acer, DELL, Lenovo and Hewlett Packard shared major portion of PC business in India. Hewlett Packard (HP) leading the India PC Business was followed by DELL and Lenovo sharing more than 70% of India PC business respectively. Others includes ASUS, TOHIBHA, Fujitsu, Sony Vaio, Apple shared the remaining portions of market share from the year 2014 till today..

YEAR WISE MARKET SHARE OF PC BY MAJOR VENDORS IN INDIA

This study analyze vendor wise market share of PC business in India from 2014 to 2018. Market share is shown in percentage of sale of PCs in the Indian market.

Market share in 2014

The figure 1 shows that vendor wise market share of PC sales in India in the year 2014. Market share is shown in percentage.

FIGURE 1

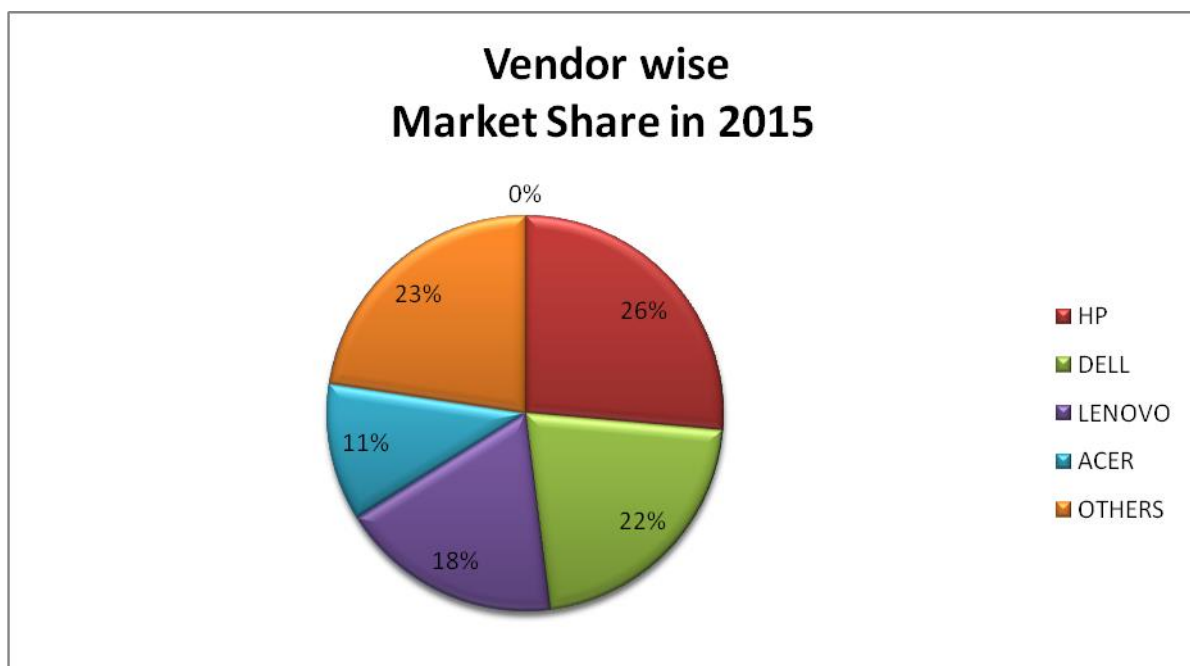


Source: IDC Reports

The above picture clearly indicates HP shows high market share of 26% secure in first place, Dell follows in second place at 22% in market share. Lenovo and Acer show 16 % and 15% respectively in market share in India PC sales at the year 2014. Other vendor has holds 21% of market share in PC business in 2014.

Market Share in 2015

The figure 2 shows that vendor wise market share of PC business in India in the year 2015. Market share is shown in percentage.

FIGURE 2**Source: IDC reports**

The above picture clearly indicates the year 2015 follows the year 2014 in the vendor market share of PC sales in same trend. In this year HP shows a high market share of 26% leading first place and comparing with 2014 it shows positive trend. Dell follows in second place at 22% in market share. Lenovo has come in third place in the market share of 18%. Acer shows at 11% and secure fourth place in market share of PC sales at the year 2015. Other Vendors occupy the remaining market share of 23% in the year 2015.

Market Share in 2016

The figure 3 shows that vendor wise market share of PC business in India in the year 2016. Market share is shown in percentage.

FIGURE 3



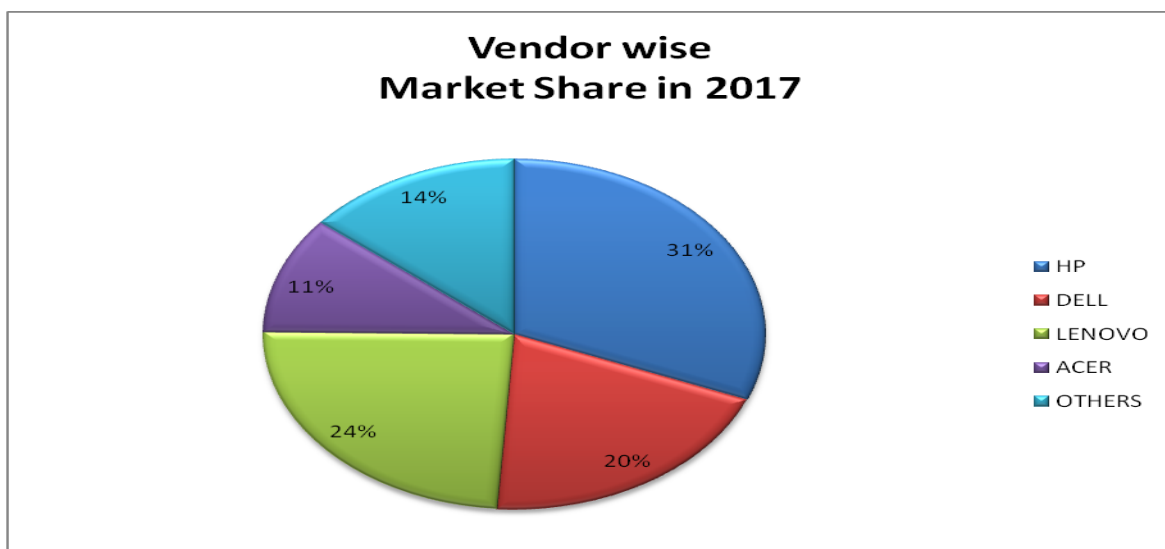
Source: IDC Reports

The above picture indicates vendor market share of PC sale in 2016. In this year HP captured major market share of 30% than the previous year 2015 and it retained the first place. Dell also retained in second place at 28% in market share. Lenovo came in third place at the market share of 18%- Acer shows at 12%-and retained the same fourth place in market share of PC sales as 2015. Other vendors hold 16% of market share in 2016.

Market Share in 2017

The figure 4 shows that vendor wise market share of PC sales in India in the year 2017. Market share is shown in percentage.

FIGURE 4



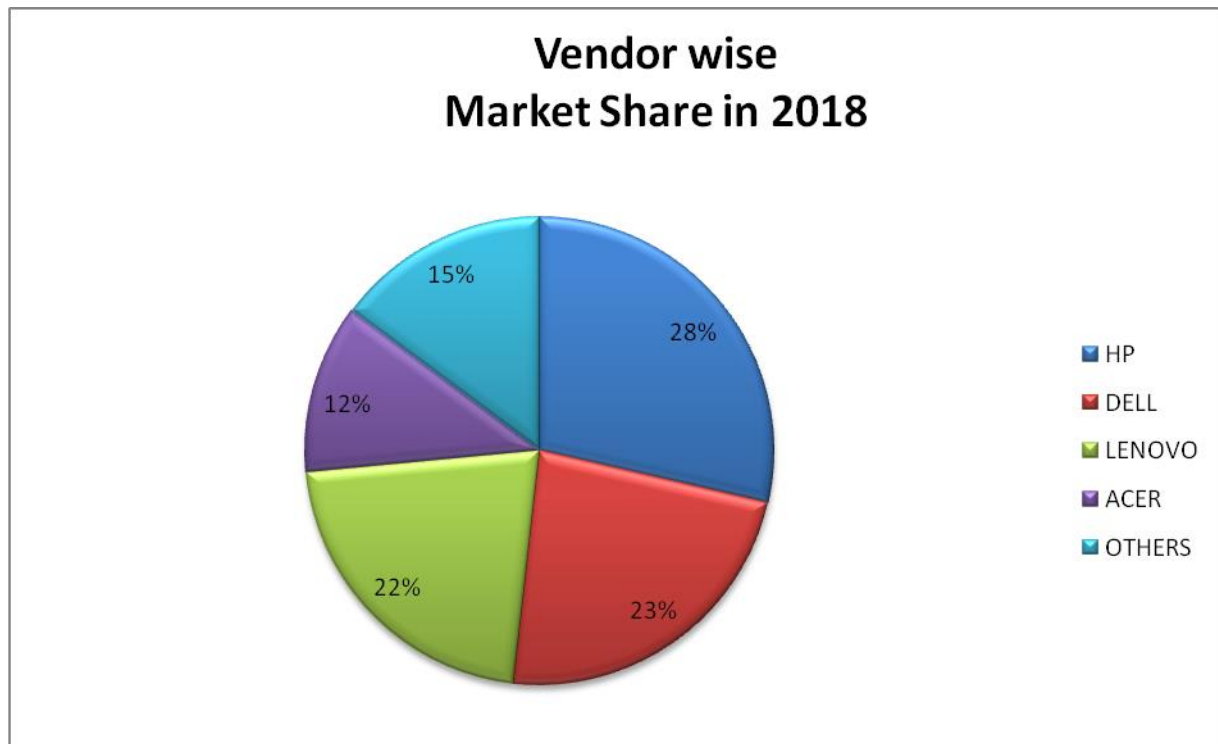
Source: IDC Reports

The above picture clearly indicates that the year 2017-market share in PC business. In this year HP holds 31% of market share and maintaining a leading place. Dell follows in second place with 20% in market share. Lenovo came in third place at the market share of 24%- Acer shows at 11% and secure fourth place in market share of PC sales at the year 2015.

Market Share in 2018

The figure 5 shows that vendor wise market share of PC sales in India in the year 2018. Market share is shown in percentage.

FIGURE 5



Source: IDC Reports

The above picture clearly indicates that the year market share of PC business in 2018. In this year HP shows a high market share of 28% with first place but comparing the last year 2017 it shows a declining trend. Dell follows in second place at 23% in market share. Lenovo came in third place at the market share of 22% and it shows an upward trend. Acer shows at 12% and secure fourth place in market share of PC sales at the year 2018. Other vendors hold 15% of market share in 2018.

CONCLUSION:

As per the IDC reports and the above study said, HP Inc maintained its leadership with a market share of 31.6 per cent during the quarter followed by Dell at the second slot (23.7 per cent) and Lenovo at the third position (18 per cent). In the commercial segment, Current market trend anticipates growth over the next few quarters as the industry will look

to deploy new and powerful devices to meet the evolving technology requirements across Government, Pharma, Education IT & ITES verticals and commercial business. With pro-business policies, the emerging industries in the medium and large segment will look to increase and to see traction in upcoming years. This study clearly concluded that there are four major vendors are playing a vital role in the PC business in India.

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