TEAM 3 WRITE_UP

INSIGHT 1

'Only trust and commitment had a significant direct effect on store behavioural loyalty'. According to this article, product satisfaction is not an accurate predictor of brand loyalty. By looking at the relationship between our five personas and four clusters, we have similar findings.

The 'emotional' and 'personable' personas showed the largest difference in clusters between Mac and Windows users. This may suggest that these customers place more importance on the service experience than the product features. E.g relationship with the service provider, how easy/affordable it is to get help...

Therefore, Windows should focus on using their instore experience and perfect their customer services to target these persona groups. (Nevid & Pastva, 2014) (Bove & Mitzifiris, 2007) (Andi, 2012)

INSIGHT 2

According to the findings, there is not a clear difference between the people who chose Mac or Windows. The personality classification between them doesn't relate to a specific purchase option. According to Eric Jaffe, there is no Mac or PC personality, but Mac user has a deeper relationship with a computer, based on a study from Nevid and Pastva. But, in some cases, for example, the Sensitive Extrovert persona the Cluster 0 is bigger for Mac, but for Emotional persona is on Windows. This means, that regardless of the lack of preference there is more concentration on specific clusters.

INSIGHT 3

The "Friendly Introvert" persona is more likely to use Microsoft. Based on the research we did, people who are conservative, and also from the report (PUMPHREY, n.d.), PC users have a better understanding of mathematical concepts than Mac users. However, our representative population are business school students, therefore the findings differ from students with technical majors. Our current data shows an almost equal split between Microsoft and MAC PC users. This persona does not give conclusive findings for business students, instead, Microsoft can target engineer majored students.

RECOMMENDATION

Microsoft should develop a marketing campaign to target users that have personas of 'Friendly Introverts', 'Self-Aware' and 'Emotional'. These groups are being targeted because they show high inclinations towards Microsoft as their chosen laptop. Since the focus population group are university students this can be done through road shows in Specific universities to start based on the university's focus;

- Humanities focused universities – may have more friendly introverts and self-aware personalities
- Sports focused universities – may have more emotional personalities

As the next step, Microsoft should adapt their in store and online customer experience to suit these student personalities and thereby build a lasting relationship of trust and commitment with consumers.

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