

Key Assumptions

1. Data provided is accurate
2. There are only three varieties of laptop to choose from (Macbook, Windows laptop and chromebook) when changing to a new laptop.
3. Students only own one laptop
4. Students own their current laptop for a while now
5. There is freewill to change to another brand of laptop

Research

FACTORS	MAC	WINDOWS
Design	Apple spends years on design, focus on details, PC are better	They are slowly catching up by introducing laptops like surface book, Windows PC are ugly.
Price	MAC is expensive, starting price is 899 dollars.	Only surface book and high end PC are expensive. Windows laptop at 150 dollars
Gamers	Impossible to upgrade easily, underpowered,	Better for PC gamers, customizable
Customer support	better	Different manufacturers so at times difficult
Operating System	User friendly	User friendly
Variance	Limited options	PC has more variety and options
Touch screen	No touch screen	They have options
Switch	If a person switches laptop than might face issues with keyboard shortcuts	
Iphone	Compatible with iphone, text messages also sync	You need itunes, and dont get extra features
Mac can run window	Macs allows you to use windows through boot camp	
Updates		New specs are updated more frequently
Microsoft office		Works better on windows

- https://www.huffpost.com/entry/mac-vs-pc-what-your-os-says-about-you_n_852170
- (Insights from above article)

67% of MAC users are 4 year college students

MAC user are 22 % more likely to be of age bw 18-34

PC people are more 35-49

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5473578/>

- (Insights from above article)
- Personality traits vary geographically

<https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20672>

- (Insights from above article)
- 1) PC owners are more on cost, MAC users are more on style
 - 2) MAC users have more implicit attitudes and stronger implicit self identification

#GEographic impact on consumer buying behaviour

- Social, cultural, individual and emotional forces play a big part in defining consumer behaviour.
- Asia is most populated, growth is higher than rest of the world (India china)
- Europe is economically strong (Germany, France UK)
- US- freedom , individualism, choice achievement

- Gained from this article: (<https://www.bbc.com/future/article/20170413-different-nationalities-really-have-different-personalities>)
 1. Different nationalities are stereotyped (e.g. Japanese, German)
 2. Personality types didn't match their nationality
 3. Migration patterns (moving to another country changes you)
 4. Environmental factors (weather conditions - cold makes people more unstable)

5. Population density (living in a crowded place pushes us to a future-oriented mindset)
- Gained from this article: (<https://www.npr.org/sections/goatsandsoda/2019/07/10/740214086/the-famous-big-5-personality-test-might-not-reveal-the-true-you>)
 1. Personality test in their local language changed the answers
 2. Test didn't yield the same results even when asked the same questions
 - Gained from this article: (<https://www.psychologytoday.com/us/blog/the-automatic-mind/201403/are-mac-owners-really-cooler-pc-users?amp>)
 1. Mac owners identify as "I'm a Mac" and Windows users identified more with Mac
 2. Windows users identified their PCs on factors such as reliability, good features and ease of use
 3. Factors that contribute to purchasing decisions: price, reviews and perceived usefulness
 4. Other factors: perceived appeal (aspirational mentality)
 5. Purchase decisions can be impulsive rather than led with careful analysis
 6. Aspirational Mac - "idealized me and who I want to be"

Insights (Excel)

- Students are loyal to their current brand even if they have an option to change
 1. 60/147 want to have a Windows laptop (73 people have Windows)
 2. 83/147 want to have a Mac (74 people have Mac)
 3. 3/147 people want a Chromebook (2 Windows users, 1 Mac)
- Different nationalities don't have a preference for Mac, Windows or Chromebook
- Mac users are mostly in their 20s
- 39 one year MBAN students
- 108 people from DD
- 31 Far East Asian nationality - majority of dataset
- 63 Females, 84 males

Based on the age, people who are in young 20's tend to buy MAC and other tend to buy windows so we can say that younger people tend to buy MAC, also on the basis of personality traits we can say younger people go more for style so they end up buying MAC and a bit older people consider cost as a factor of buying.

Insights (Python)

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traits we can say younger people go more for style so they end up buying MAC and a bit older people consider cost as a factor of buying. MAC users have more implicit attitude and strong implicit self identification. Also from the research we found 67 % of MAC users are 4 year college students (undergraduates).

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Area

The majority of the copycats are MacBook users. 44 users out of the current 74 Macbook users displayed showed signs of being copycats meaning they have low self awareness, high influence level over other people and speak really well. The analysis showed that they are mostly MIB and MBAN dual degree students currently enrolled this school year 2020. Based on our outside research, Mac users have an idealized persona when thinking of themselves. This may be based on the fact that they have projected themselves into “I’m a Mac” ideal.

Recommendation

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References

Houston, T. (2011, April 21). Mac People vs PC People : What your gadget says about you. Retrieved from https://www.huffpost.com/entry/mac-vs-pc-what-your-os-says-about-you_n_852170

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Personality Testing Info. The Big Five Personality Test. Retrieved from <https://openpsychometrics.org/printable/big-five-personality-test.pdf>

<https://economictimes.indiatimes.com/magazines/panache/the-11-most-important-differences-between-macs-and-pcs/articleshow/49932367.cms>

Information from the raw data

1.windows=73,mac=74

Count by gender

Row Labels	Count
Female	63
Macbook	37

Windows laptop	26
Male	84
Macbook	37
Windows laptop	47
Grand Total	147

2.12 windows users want to change to a mac and 3 to a chromebook while for MAC 5 wants to change to windows and 1 to a chromebook

3. There is presently nobody using a chromebook

Distribution of the the 3 laptops by gender and course of study

Row Labels	Count
DD (MBA & Business Analytics)	38
Female	14
Macbook	6
Windows laptop	8
Male	24
Macbook	7
Windows laptop	17
DD (MBA & Disruptive innovation)	1
Male	1
Macbook	1
DD (MIB & Business Analytics)	69
Female	32
Macbook	22
Windows laptop	10
Male	37
Macbook	22
Windows laptop	15

One year Business Analytics	39
Female	17
Macbook	9
Windows laptop	8
Male	22
Macbook	7
Windows laptop	15
Grand Total	147

Business Insights:

- 1) Based on the cluster analysis, we created 6 different personas from the survey data. For each of them, we have identified 7 different clusters. For the non-hult material, the only cluster that has negative variance is cluster 6 which means Apple could look into these clusters of the non-Hult material people. For the autocratic one, there is no huge variance in the number of users of Apple and Windows users which means we do not need to focus more on this persona. Out of all of the personas, Non-hult material has a distributed variance for each of the cluster.
- 2) Based on the age, people who are in young 20's tend to buy MAC and other tend to buy windows so we can say that younger people tend to buy MAC, also on the basis of personality traits we can say younger people go more for style so they end up buying MAC and a bit older people consider cost as a factor of buying. MAC users have more implicit attitude and strong implicit self identification. Also from the research, we found 67 % of MAC users are 4 year college students (undergraduates).
- 3) Based on the charts the cluster 6 form a great percentage of the population which are mostly rebels,these group are mostly young males that form 23% of the entire

population. They are energetic and ambitious and also willing to try something new. They are the only group that also seem to show interest in changing their brand of laptop. Their ethnicity is widely distributed across the population with no special inclination to any particular region of the world.

Recommendation:

For our recommendation, we want to propose Apple to create a marketing strategy that is specific to certain personas.

- The copycat personas (they have low self-awareness and high influences level) are the demographics that buys more Apple. So we can see that they are the people that enjoy being the central of everything and they have the skill to talk. We can see that the clusters are aligned with the windows user
- For the autocratic, there are more Apple users so we can see them as someone who has a strong personality and bold, just like Apple's brand. We would like to create a marketing strategy where we use celebrities that has a bold and strong personality.