



APPLE vs. MICROSOFT

Timed Unsupervised Learning Project

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Machine Learning – DAT5303

TEAM 7

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Insight 1: Wallflowers more inclined to switch from Microsoft

Of the respondents who would switch laptops, 73.8% are inclined to change *from* Microsoft to a MacBook or Chromebook. Of this, 48.9% were clustered as Wallflowers, who tend to be inherently more reserved and introverted.

According to a survey by Hunch, MacBook users tend to be more extraverted and throw parties (Attkisson, 2011). A MacBook may be appealing to a Wallflower who owns a Windows laptop due to Apple's brand image and association with extraversion and excitement. Wallflowers may be seeking an image spillover effect onto their personality through the products they own, and want to be perceived as outgoing.

Insight 2: Female respondents more drawn to MacBooks

40% of female respondents currently use a Windows laptop, and of these respondents, 27.3% want to change to either a MacBook or Chromebook. This ultimately means that potentially 68% of females want to use MacBooks. This may be due to Apple discreetly targeting women through feminizing the entire tech sector. Their aesthetic product design, the abundance of manuals and face-to-face customer service meet women's tastes (Brennan, 2012).

Compared to that, Microsoft is historically rather associated with the Tech-Nerd-Stereotype. This makes it harder to approach the very powerful female customer group regarding their buying power and purchasing behavior (Zawisza-Riley, 2019).

Insight 3: Hult DNA may not be a good measure of consumer behavior

The Hult DNA skills appear to have no significant difference in respondents' behaviors. This may be attributed to the fact that a growth mindset, the ultimate success measure of the Hult DNA skills, takes time to develop and builds up long-term.

It must be practiced rather than just preached, and there is no guarantee that students have inherently adopted this mindset nor that they want to personally put in the effort to do so.

Therefore, it may not be a good measure to get insight into consumer buying behaviors and decision-making processes (Lally, 2010).

**Further explanation provided in Python Analysis*

Recommended Action Plan

Focus on customer retention leveraging Microsoft's true innovative spirit while targeting Wallflowers and females for further growth.

Women are the engine of the global economy. They drive nearly 80% of all consumer purchases and account for almost 50% of all consumer electronics sales (Brennan, 2012). This makes it inevitable for Microsoft to develop a marketing campaign that evokes desires and meets individual preferences to profoundly manifest an appealing brand image amongst Wallflowers and especially females.

This branding campaign must be centered around enhancing Microsoft's brand by emotions and attributes such as creativity, outgoingness, stimulation and novelty. Subtle emphasis on the fact that Microsoft is more innovative than Apple will ultimately create purchase intents (Bort, 2016).

At the same time, the inherent desire to benefit from potential image spillover effects amongst personas such as Wallflowers will be decreased. Strong emotional cues similar but different enough from Apple's brand image can decrease conflicting perceptions ultimately lowering cognitive dissonance of owning a Microsoft product (Festinger & Carlsmith, 1959).

This branding campaign will create advocates for Microsoft's products amongst its existing customer base, especially among Wallflowers and females, and will eventually lead to a change in brand perception among new customers.

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