

Business Insight 1

Apples' brand is more prevalent in the world than Microsoft, due to 2 aspects, Apple's established brand mentality and Microsoft distributing its products and parts mostly through third-party sellers such as Asus, Predator, Razer, etc.... It is a fact that there are vastly more Windows PCs than Mac. Apple heavily limits where their goods are sold, in lieu of this, they advertise heavily.

"Consumers tend to think and solve problems in the simplest possible ways. To help make choices, we form mental shortcuts" (Chipman, 2019). Advertising utilizes this consumer psyche to trick customers into thinking that their product is the most reliable, best, and safest choice. Microsoft should focus on establishing their brand as being more present in the world. Our results show slightly more Mac users than Windows, this mentality may be the cause of that.

Business Insight 2

Taking a closer look at the "Monica" persona, we can see 25% of respondents fall under the persona of needing to change from their current Windows PC to that of a Mac. Monica's are anxious and prefer control. Macs are believed to be tougher to hack. Even though it's not proven, the myth is enough to change consumer behavior. Therefore, in order for Windows to retain the segment of Monicas, they need to ensure that their products can guarantee safety and customization. possibly offering free antivirus software along with units.

| Change brand | | | | | | |
|-----------------|----|-----|-----|-----|-------|------|
| Actual computer | No | | Yes | | Total | |
| Macbook | 40 | 95% | 2 | 5% | 42 | 100% |
| Windows laptop | 30 | 75% | 10 | 25% | 40 | 100% |
| Total | 71 | 86% | 12 | 14% | 83 | 100% |

Business Insight 3

Assuming the public of the survey is representative of the population of customers, we have found the market is splinted in half. Still, the willingness to stay with the current brand of Window's customers is 38%, which is lower than the competition's customers, 47%. Therefore, we should look for a strategy to increase that retention willingness.

Recommendation

Given that 46% percent of customers are willing to change from Windows to other brands are Phoebe's, we should address them accordingly. Phoebe's have a high score on "Thinking" (Hult DNA) and of Conscientiousness (Big 5 Traits). They are drawn by the desire for order, efficiency, and achievement, making them recipients of functional benefit promotions and informative announcements (Rivera, 2019). An example of an advertisement for this persona could be about the % of apps frequently used that are entirely compatible with Windows but not with Apple.

Additionally, we will be addressing not only the Phoebe's but also the Chandlers that have a high Conscientiousness score too and represent 17% of the population that wants to change from Windows to another Apple.

| Persona | Windows to Windows | Windows to Apple | Apple to Windows | Apple to Apple | Total |
|----------|--------------------|------------------|------------------|----------------|-------|
| Phoebe | 48 | 19 | 6 | 61 | 134 |
| Monica | 30 | 10 | 2 | 39 | 81 |
| Chandler | 30 | 7 | 4 | 39 | 80 |
| Joey | 33 | 5 | 1 | 33 | 72 |
| Total | 141 | 41 | 13 | 172 | 367 |

| | | | | |
|----------|------|------|------|------|
| Phoebe | 34% | 46% | 46% | 35% |
| Monica | 21% | 24% | 15% | 23% |
| Chandler | 21% | 17% | 31% | 23% |
| Joey | 23% | 12% | 8% | 19% |
| Total | 100% | 100% | 100% | 100% |

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|----------|-----|-----|----|-----|------|
| Phoebe | 37% | 12% | 2% | 48% | 100% |
| Monica | 46% | 7% | 1% | 46% | 100% |
| Chandler | 38% | 9% | 5% | 49% | 100% |
| Joey | 36% | 14% | 4% | 46% | 100% |
| Total | 38% | 11% | 4% | 47% | 100% |

References

Chipman, I. (2019, February 02). Retrieved from

<https://www.knowablemagazine.org/article/society/2019/power-brands-conscious-and-unconscious>

Rivera, C. (2019, June 5). Retrieved from <https://www.helixa.ai/blog/marketing-with-personality>