

**Martin Asmus**

**Market analysis of touch-enabled AiO PCs  
in the German consumer market. How  
Technology Adoption influences the  
traditional Marketing Mix**

**Bachelor Thesis**

# YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at [www.GRIN.com](http://www.GRIN.com)  
and publish for free



**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

**Imprint:**

Copyright © 2012 GRIN Verlag  
ISBN: 9783668936430

**This book at GRIN:**

<https://www.grin.com/document/464150>

**Martin Asmus**

**Market analysis of touch-enabled AiO PCs in the German consumer market. How Technology Adoption influences the traditional Marketing Mix**

## **GRIN - Your knowledge has value**

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website [www.grin.com](http://www.grin.com) is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

### **Visit us on the internet:**

<http://www.grin.com/>

<http://www.facebook.com/grincom>

[http://www.twitter.com/grin\\_com](http://www.twitter.com/grin_com)

# **Market Analysis of touch-enabled All-in-One PCs in the German Consumer Market**

*How Technology Adoption influences the traditional Marketing Mix*

## **Thesis**

Submitted in partial fulfillment for the degree of

## **Bachelor of Arts**

in International Business Management

at the HFU Business School

Hochschule Furtwangen University

by

**Martin Asmus**

Stuttgart, June 29, 2012

## ABSTRACT

Martin Asmus, International Business Management, Hochschule Furtwangen University

Abstract of Bachelor's Thesis, Submitted June 29th, 2012:

Market Analysis of touch-enabled All-in-One PCs in the German Consumer Market  
– How Technology Adoption influences the traditional Marketing Mix –

The subject of this work is to give the reader a detailed overview of the current state of the All-in-One PC market for German consumers. The author questions the public perception of All-in-One PCs in the consumers' minds. Also, the use and acceptance of touch technology for large screen devices is studied. The purpose of this thesis is to analyze how All-in-One PCs can be effectively marketed in an industry that focuses more and more on mobile computing devices.

In the first part an introduction to the desktop PC market and touch screen technology is given. Then, the theoretic concepts of strategic marketing and techno-ready marketing are discussed within a hypercompetitive and innovation-driven industry. The research part consists of a thorough market and competitive analysis of the All-in-One PC market in Germany. In addition, a conducted opinion survey provides valuable insights from a consumer perspective. The findings of the research are afterwards evaluated and interpreted. Thereupon, the originally outlined problem is reassessed and recommendations are given to HP Germany, the cooperating company of this thesis, on how to adjust respective marketing activities for technological innovative products. Finally, a market outlook weighs the opportunities and threats that lie ahead for the product category All-in-One PC. The last chapter summarizes the key learnings of this thesis, how it benefits the cooperating company and ends with a brief personal assessment about the topic by the author.

The results of the market analysis suggest that HP can improve its brand preference and that people are not aware enough of the product All-in-One PC and its features and benefits. A more educative marketing approach is proposed by adding a 5th P – for pedagogy – to the traditional marketing mix.

## ACKNOWLEDGEMENTS

This thesis paper was created during and after an interesting internship within the PSG Category Management department of HP Germany in Böblingen. The first idea to write about this topic came after discussions with Birgit Ayasse, Product Lifecycle Manager of Consumer Desktops & Consumer Displays, AiO & TouchSmart. The topic was then further developed and supervised by Christian Sprenger, Senior ACM (Area Category Manager) for desk-based products. Especially the advice on the survey part and on additional AiO PC usage possibilities was much appreciated. In addition I have to thank Claudia Blümle for her insights on product marketing. I would also like to thank the whole PSG and HP team for their ongoing support throughout the internship.

Furthermore I owe many thanks to Prof. Dr. Eva Kirner for her thesis supervision and advice from an academic perspective. Hints in the area of technological innovation and about the correct conduct of the survey were very helpful.

I also want to thank Patrick Lay for his support in the correctness of this thesis, Tobias Dürr for the valuable advice on questionnaire design, and Philipp Antritt for his guidance on the final layout for this thesis.

Last but not least I am thankful for the support of my family who helped me in every possible manner during the development of this thesis.

Thank you very much.

Stuttgart, June 29<sup>th</sup>, 2012

Martin Asmus



## TABLE OF CONTENT

ABSTRACT.....	I
ACKNOWLEDGEMENTS.....	II
TABLE OF CONTENT .....	III
LIST OF FIGURES.....	VI
LIST OF TABLES.....	VII
LIST OF ABBREVIATIONS .....	VIII
BILINGUAL REFERENCES.....	IX
1 INTRODUCTION.....	1
1.1 Given problem and purpose of the thesis .....	2
1.2 Motivation and structure of the thesis .....	2
1.3 Introduction to the Hewlett-Packard Company.....	3
1.4 Introduction to the desktop PC market and touch technology .....	5
2 HYPERCOMPETITIVE AND INNOVATION-DRIVEN MARKETING .....	12
2.1 Strategic Marketing.....	12
2.1.1 Basics and Definitions .....	12
2.1.1.1 Strategy .....	12
2.1.1.2 Marketing.....	13
2.1.1.3 Marketing Myopia.....	14
2.1.1.4 Organizational Strategy.....	14
2.1.1.5 Strategic Marketing.....	14
2.1.2 Strategic Considerations .....	15
2.1.2.1 Strategic Leadership and Positioning .....	15
2.1.2.2 Strategic Growth .....	17
2.1.3 Marketing Mix.....	18
2.1.3.1 Product.....	19
2.1.3.2 Price.....	19
2.1.3.3 Place .....	20
2.1.3.4 Promotion .....	20

---

2.1.3.5	Comparison of the 4 P and 7 P Marketing Mix .....	21
2.2	Hypercompetition .....	23
2.2.1	Definition and Characteristics .....	23
2.2.2	The New 7-S's .....	24
2.2.3	Hypercompetition in the IT industry .....	26
2.3	Consumer Behavior and Consumer Analysis .....	26
2.4	Technology and Innovation .....	27
2.4.1	Invention vs. Innovation .....	28
2.4.2	Techno-ready Marketing .....	28
2.4.3	Adoption and Diffusion .....	30
2.4.4	Technology Readiness .....	31
2.4.5	The Five Types of Technology Customers .....	32
2.5	Theory Chapter Summary and Transition to Research Part .....	33
3	ANALYSIS OF THE CURRENT SITUATION .....	34
3.1	Preliminary Market Segmentation .....	34
3.1.1	Geographic Segmentation and Comparison (EMEA vs. Germany) .....	34
3.1.2	Customer Segmentation (Business vs. Consumer) .....	35
3.1.3	Product Segmentation and Differentiation (Standard Desktops vs. AiO Desktops) .....	36
3.1.4	Price Segmentation .....	36
3.2	Current Market Analysis .....	36
3.2.1	Actual Market Share (Volume / Value) .....	37
3.2.2	Market Share Development (Volume / Value) .....	37
3.2.3	Price Band Analysis .....	39
3.3	Assessment of Competitive Situation .....	41
3.3.1	Competitor Analysis .....	41
3.3.1.1	Apple .....	41
3.3.1.2	Lenovo .....	42
3.3.1.3	Acer .....	43
3.3.1.4	Toshiba and new market entrants .....	43
3.3.2	HP's AiO product portfolio .....	44
3.4	Strategic Objectives .....	44

---

4	OPINION RESEARCH .....	45
4.1	Methodology of Research .....	45
4.1.1	Research Objectives .....	45
4.1.2	Survey Method and Questionnaire Design .....	46
4.1.3	Survey Distribution and Population .....	47
4.1.4	Survey Constraints .....	48
4.2	Survey Results .....	48
5	RESEARCH EVALUATION AND RECOMMENDATIONS .....	55
5.1	Interpretation of Findings .....	55
5.2	Reassessment of original Problem Statement .....	57
5.3	Influence of Technology Adoption towards Marketing Mix .....	57
5.4	Proposed adjustments and recommendations.....	58
5.5	Market Outlook.....	59
6	CONCLUSION AND FINAL THOUGHTS.....	60
6.1	Conclusion.....	60
6.2	Benefits of the thesis for HP & PSG Category Germany .....	61
6.3	Personal Assessment .....	62
	REFERENCES .....	X
	INTERNET REFERENCES .....	XII
	APPENDIXES .....	XV
	Appendix A – AiO Price and Product Analysis, low price segment .....	xvi
	Appendix B – Questionnaire: Opinion survey on All-in-One PCs .....	xvii
	Appendix C – Results of the opinion survey on AiO PCs [German].....	xxiv