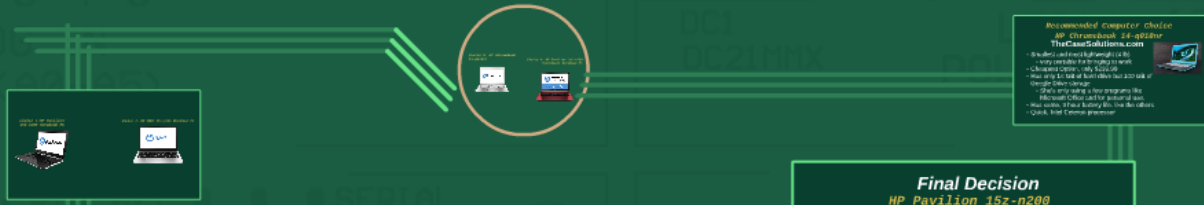



Understanding Buyer Choice/ Rejection/Experience Processes for Complex High-Technology Consumer Products: The Example of Notebook Computers

By: Chris Lombardo, Colton Smith, and Chris Karasinski



Recommended computer choice
HP Pavilion 15z-n200
TheCaseSolutions.com
 - Very portable and lightweight
 - Charming Color - only 1.572.00 \$
 - Has 8GB of RAM and 1TB HDD or 2TB HDD or 64GB SSD storage
 - Check out other consumer products like Microsoft Office and for several use
 - Has many other features like the others
 - Quick and easy process

Final Decision
HP Pavilion 15z-n200
Notebook PC
Reasons



Why Components Were Important
 Processor: It is important because it is the brain of the computer and it gives the computer better quality and better performance.
 Operating system: It is important because it is the software that runs the computer and it gives the computer better performance and better security.
 Memory: It is important because it is the storage of the computer and it gives the computer better performance and better security.
 Hard Drive: It is important because it is the storage of the computer and it gives the computer better performance and better security.
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Questions and Answers

1. How much money are you willing to spend?
2. Do you need a laptop or a desktop computer?
3. How much RAM do you need?
4. How much storage do you need?
5. Do you need a specific brand?
6. How do you want to use the computer?
7. What are the features you want in a laptop?
8. How long are you going to use the computer for?
9. How long are you going to use the computer for?
10. How long are you going to use the computer for?
11. How long are you going to use the computer for?
12. How long are you going to use the computer for?

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Comparison Chart

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Model	Processor	RAM	Storage	Price
HP Pavilion 15z-n200	Intel Core i5-3210	8GB	1TB	1,572.00
HP Pavilion 15z-n200	Intel Core i5-3210	8GB	1TB	1,572.00
HP Pavilion 15z-n200	Intel Core i5-3210	8GB	1TB	1,572.00
HP Pavilion 15z-n200	Intel Core i5-3210	8GB	1TB	1,572.00
HP Pavilion 15z-n200	Intel Core i5-3210	8GB	1TB	1,572.00

Computer Comparison Chart

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Understanding Buyer Choice/ Rejection/Experience Processes for Complex High-Technology Consumer Products: The Example of Notebook Computers

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Comparison Chart

Model	Processor	RAM	Storage	OS	Weight	Price
HP Pavilion 15z-n200	Intel Core i5-3210	4GB	500GB	Windows 8	5.4 lbs	\$549
HP Pavilion 15z-n200	Intel Core i5-3210	4GB	500GB	Windows 8	5.4 lbs	\$549

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Comparison Chart

Model	Processor	RAM	Storage	OS	Weight	Price
HP Pavilion 15z-n200	Intel Core i5-3210	4GB	500GB	Windows 8	5.4 lbs	\$549
HP Pavilion 15z-n200	Intel Core i5-3210	4GB	500GB	Windows 8	5.4 lbs	\$549

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Questions and Answers

1. How much time did you spend in search?
2. How did you find the product?
3. How did you find the product?
4. How did you find the product?
5. How did you find the product?
6. How did you find the product?
7. How did you find the product?
8. How did you find the product?
9. How did you find the product?
10. How did you find the product?

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Final Decision

HP Pavilion 15z-n200
Notebook PC

Reasons



Recommended Computer Choice

HP Pavilion 15z-n200

TheCaseSolutions.com

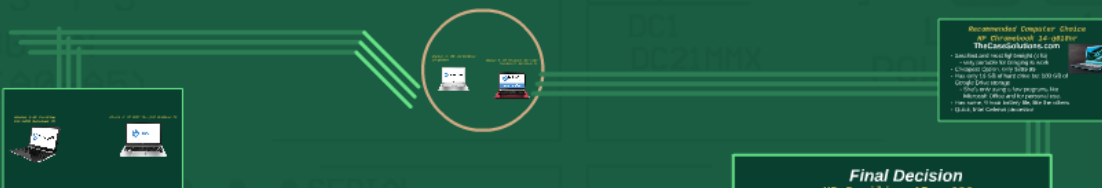
- Lowest price for the money (\$549)
- Best processor for the money (Intel Core i5-3210)
- Best RAM for the money (4GB)
- Best storage for the money (500GB)
- Best OS for the money (Windows 8)
- Best weight for the money (5.4 lbs)
- Best price for the money (\$549)

Why Components Were Important

Processor is important because it handles all the instructions needed to control the computer. Processor quality is the key to a fast computer.
 Operating system is important because it is what runs the computer. It manages all the programs and files on the computer.
 Memory (RAM) is important because it stores the data that the computer is currently using.
 Hard Drive is important because it stores all the data that the computer has ever used.
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Computer Comparison Chart

Model	Processor	RAM	Storage	OS	Price
HP Pavilion 15z-n200	Intel Core i5-3210M	4GB	500GB	Windows 8	\$549
HP Pavilion 15z-n200	Intel Core i5-3210M	4GB	500GB	Windows 8	\$549
HP Pavilion 15z-n200	Intel Core i5-3210M	4GB	500GB	Windows 8	\$549

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Comparison Chart

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HP Pavilion 15z-n200	Intel Core i5-3210M	4GB	500GB	Windows 8	\$549

Questions and Answers

1. How did the buyer's decision-making process work?
2. Why did the buyer choose the HP Pavilion 15z-n200?
3. What were the key factors in the buyer's decision?
4. How did the buyer's decision-making process compare to other buyers?
5. What were the key factors in the buyer's decision?
6. How did the buyer's decision-making process compare to other buyers?
7. What were the key factors in the buyer's decision?
8. How did the buyer's decision-making process compare to other buyers?
9. What were the key factors in the buyer's decision?
10. How did the buyer's decision-making process compare to other buyers?

Recommended Computer Choice
HP Pavillion 15z-n200
TheCaseSolutions.com

- Detailed and easy-to-understand buying guide for choosing the best HP Pavilion 15z-n200.
- This guide is available for free on TheCaseSolutions.com.
- Visit our website for more information on HP Pavilion 15z-n200.
- We have a team of experts who can help you choose the best HP Pavilion 15z-n200 for your needs.

Final Decision
HP Pavilion 15z-n200
Notebook PC

Reasons

Why Components Were Important

Processor is important because it controls all the operations of the computer. The more powerful the processor, the faster the computer will run. The HP Pavilion 15z-n200 has a 3.1GHz Intel Core i5-3210M processor, which is a good choice for a laptop. The HP Pavilion 15z-n200 also has 4GB of RAM, which is a good choice for a laptop. The HP Pavilion 15z-n200 also has a 500GB hard drive, which is a good choice for a laptop. The HP Pavilion 15z-n200 also has a Windows 8 operating system, which is a good choice for a laptop.

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Questions and Answers

1. How much money are you willing to spend?
\$500.00, nothing too expensive
2. Do you need something that is portable?
Yes, I would like a laptop so that I can use it for work and personal business
3. How often will you be using it?
Everyday during the day for work and in the evening for personal
4. How many people will be using it?
Just myself
5. Do you prefer a specific brand?
HP
6. Will you be using a printer along with it?
Yes
7. What are you going to be using the computer for?
Work correspondence, emails, social networking
8. Will you need to be connected to the internet?
Yes
9. How long are you going to keep this new computer?
Several years until it becomes obsolete
10. What software do you want on the computer?
Microsoft Office, Norton anti-virus software, HP Photo Essentials

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Comparison Chart

Components	HP Pavilion 15z-n200 Notebook PC (Energy Star)	HP ENVY 15z-j100 Notebook PC (Energy Star)	HP Chromebook 14-q010nr	HP Pavilion 15t-n200 TouchSmart Notebook PC (Energy Star)
Laptop or Desktop	Laptop	Laptop	Laptop	Laptop
Processor (CPU)	AMD Quad-Core A4-5000 Processor	AMD Quad-Core A8-5550M Accelerated Processor	Intel® Celeron® 2955U with Intel HD Graphics (1.4 GHz, 2 MB cache, 2 cores)	4 th generation Intel® Core™ i3-4005U Processor
Operating System	Windows 8.1 64	Windows 8.1 64	Chrome OS	Windows 8.1 64
Memory (RAM)	4 GB	6 GB	2 GB 1600 MHz DDR3 (on-board)	4 GB
Hard Drive (storage)	500 GB 5400 rpm	750GB 5400 rpm	16gb, 100gb of Google Drive storage, free for two years	750GB 5400 rpm
Optical Drive	SuperMulti 8X DVD +/- R/RW with Double Layer	No Internal DVD or CD Drive	No drive	SuperMulti 8X DVD +/- R/RW with Double

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Computer Comparison Chart

	Support			Layer Support
Monitor or Screen Size	15.6"	15.6"	14" LED backlit display	15.6" Touch Screen
Video Card	AMD Radeon™ HD 8330 Graphics	AMD Radeon HD Graphics	Intel HD graphics	Intel HD Graphics
Sound Card	N/A	N/A		N/A
Other Accessories	<ul style="list-style-type: none"> 1. 45W AC power adapter 2. 4 Cell Lithium Ion Battery 3. 9 hours battery life 4. 5.05 pounds 5. DTS Sound- 	<ul style="list-style-type: none"> 1. 65W AC power adapter 2. 6-Cell Lithium-Ion Battery 3. 10 hours battery life 4. 4.85 pounds 5. Beats Audio 6. 1-year limited hardware warranty support 7. HP TrueVision HD Webcam with integrated dual array digital microphone 	<ul style="list-style-type: none"> 1. 4-cell (51Wh) Li-ion 2. 9 hours battery life 3. 65W AC power adapter 4. 2 SuperSpeed USB 3.0; 1 USB 2.0; 1 HDMI; 1 headphone-out microphone-in combo 5. 4.07 lbs 6. 1-year limited hardware warranty with toll-free support 7. HP TrueVision Webcam with integrated digital microphone 	<ul style="list-style-type: none"> 1. 65W AC power adapter 2. 4 Cell Lithium Ion Battery 3. 8 hour 45 minute battery life 4. 5. 5.67 pounds 6. DTS Sound-
Cost	\$389.99	\$499.99	\$299.00	\$499.99

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Why Components Were Important

Processor: it's important because it processes all the information needed to operate the computer. Better quality = faster loading and operation

Operating system: Important because this software is how you navigate to all the programs installed. You want something user-friendly

Memory(RAM): More memory means you can operate more tasks at once

Hard Drive: determines how much storage your computer can hold, important if you want a lot of files/programs

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Why Components Were Important

Optical Drive: retrieve and/or store data on optical discs like CDs, DVDs, and BDs

Video Card: allows your computer to display a picture, video or image on its monitor or display

Battery Life: longer the better

Screen Size: bigger the better

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Recommended Computer Choice

HP Chromebook 14-q010nr

TheCaseSolutions.com

- Smallest and most lightweight (4 lb)
 - very portable for bringing to work
- Cheapest Option, only \$299.99
- Has only 16 GB of hard drive but 100 GB of Google Drive storage
 - She's only using a few programs like Microsoft Office and for personal use.
- Has same, 9 hour battery life, like the others
- Quick, Intel Celeron processor

