

A STUDY ON CONSUMER SATISFACTION TOWARDS ASUS LAPTOPS VS HP LAPTOPS

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ABSTRACT

This study examines consumer satisfaction with ASUS and HP laptops, comparing the two brands based on factors such as performance, build quality, price, battery life, and customer service. The research aims to identify key elements influencing consumer preferences and satisfaction levels through a survey of 137 respondents. Data was collected using both primary (questionnaire-based) and secondary (industry reports, literature) sources.

Findings suggest that ASUS is preferred for affordability, gaming performance, and innovation, while HP is favored for durability, reliability, and superior after-sales service. The study highlights areas for improvement, including enhanced battery life and customer support for ASUS and more competitive pricing for HP. Insights from this research can help both brands refine their products and services to meet consumer expectations effectively.

INTRODUCTION

Laptops have become an essential part of modern life, serving various purposes, including work, education, gaming, and entertainment. ASUS and HP are two of the leading laptop brands, each with unique features and offerings. Consumer satisfaction plays a crucial role in a brand's success, influencing purchasing decisions and market dominance.

This study aims to analyse consumer preferences, satisfaction levels, and the factors that drive customer choices between ASUS and HP laptops.

STATEMENT OF THE PROBLEM

Consumer satisfaction is critical for brand loyalty and business growth. This research explores whether customers are satisfied with ASUS and HP laptops regarding performance, price, after-sales service, and overall experience. It also identifies factors that influence their purchase decisions and how both brands can improve their offerings.

OBJECTIVES OF THE STUDY

- To identify factors that influence consumer satisfaction regarding ASUS and HP laptops.
- To compare the strengths and weaknesses of ASUS and HP laptops.
- To assess customer preferences in terms of quality, performance, and service.
- To provide suggestions for improvement based on consumer feedback.

RESEARCH METHODOLOGY

The study is descriptive and relies on both primary and secondary data.

- Primary Data: Collected through a structured survey from 137 respondents.
- Secondary Data: Gathered from websites, research papers, and company reports.
- Sampling Size: 137 respondents from Coimbatore.
- Statistical Tool: Simple percentage analysis.

SCOPE OF THE STUDY

This study focuses on understanding consumer satisfaction and buying behavior between ASUS and HP laptops. It evaluates key aspects such as:

- Product quality and durability
- Design and performance
- Battery life and usability
- After-sales service and technical support

LIMITATIONS OF THE STUDY

- The study is limited to 137 respondents.
- Data is collected only from consumers in Coimbatore.
- The study covers only ASUS and HP laptop users.

REVIEW OF LITERATURE

Several studies have been conducted on consumer preferences in the laptop market:

- Patel & Desai (2021) found that HP is preferred by corporate users, whereas ASUS attracts budget-conscious buyers.
- Kumar & Shah (2020) noted that HP has a stronger after-sales service network compared to ASUS.
- Ravi & Sharma (2019) highlighted that ASUS excels in gaming performance, while HP is known for stability and durability.
- Singh et al. (2021) found that while HP offers consistency, ASUS provides better specs at lower prices.

OVERVIEW OF ASUS AND HP

ASUS

- Founded: 1989, Taiwan.
- Popular Series: ZenBook (premium), VivoBook (budget), ROG (gaming), TUF (mid-range gaming).
- Strengths: Innovative designs, gaming performance, competitive pricing.
- Weaknesses: Inconsistent after-sales service, lower battery life on gaming models.

HP

- Founded: 1939, USA.
- Popular Series: Pavilion (budget), Spectre (premium), EliteBook (business), Omen (gaming).
- Strengths: Strong after-sales service, durability, and business-class laptops.
- Weaknesses: High-end models are expensive, bulkier designs.

ANALYSIS AND INTERPRETATION

TABLE NO - 4.1.1

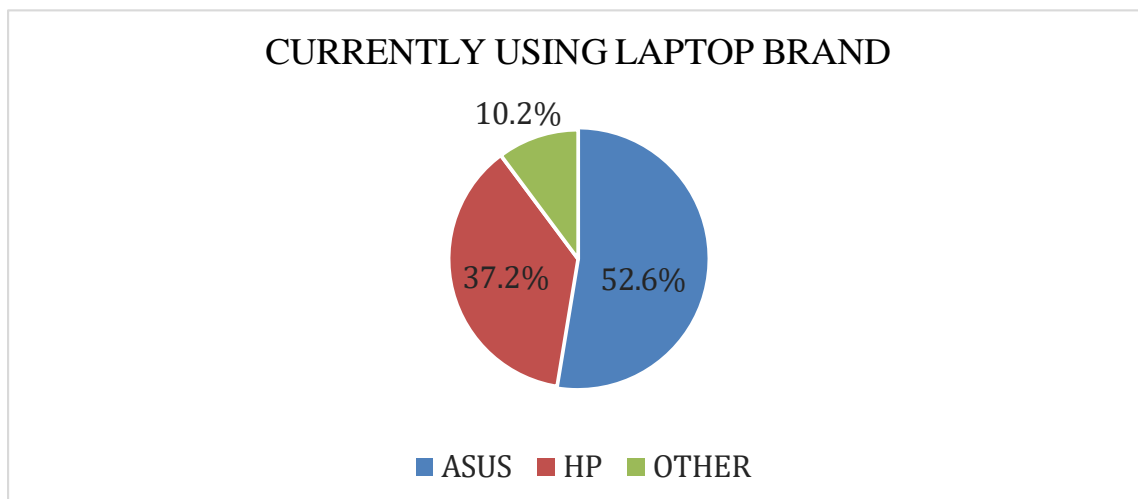
TABLE SHOWING CURRENTLY USING LAPTOP BRAND DETAILS

OPTIONS	NO. OF. RESPONDENTS	PERCENTAGE
ASUS	72	52.6%
HP	51	37.2%
OTHERS	14	10.2%
TOTAL	137	100

SOURCE: Primary data

INTERPRETATION

From the above information of currently using laptop brand that 52.6% of respondents belongs to Asus, 37.2% of respondents belongs to HP, 10.2% of respondents belongs to other brands.



Hence the majority 52.6% of respondents use Asus.

TABLE NO – 4.1.2

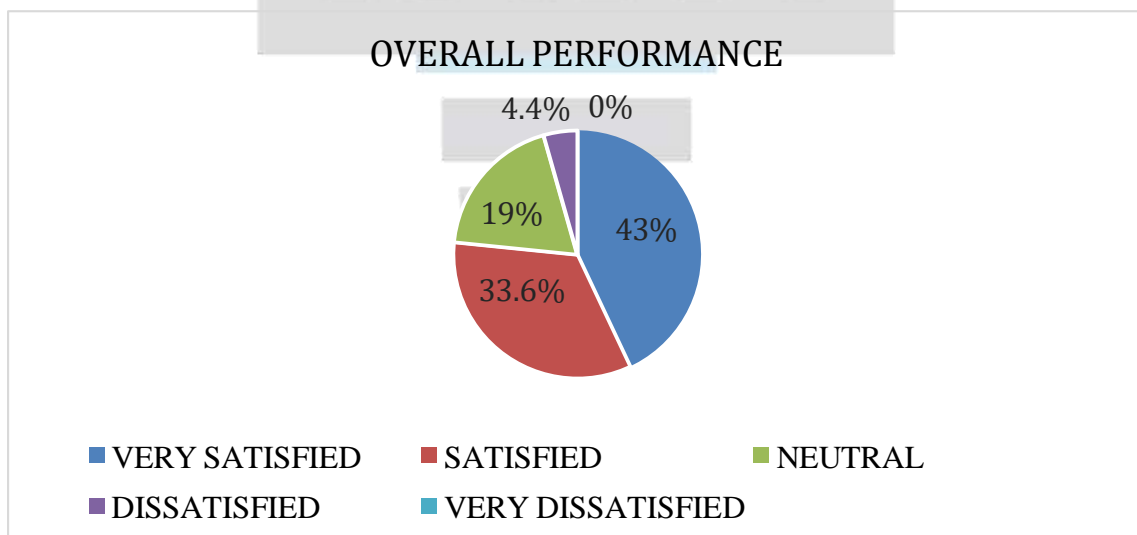
TABLE SHOWING SATISFACTION IN THE OVERALL PERFORMANCE OF THE LAPTOP DETAILS

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE
VERY SATISFIED	59	43%
SATISFIED	46	33.6%
NEUTRAL	26	19%
DISSATISFIED	6	4.4%
VERY DISSATISFIED	0	0
TOTAL	137	100

SOURCE: Primary data

INTERPERTATION

From the above information of satisfaction in the overall performance of the laptop that 43% of respondents are very satisfied, 33.6% of respondents are satisfied, 19% of respondents are neutral, 4.4% of respondents are dissatisfied.



Hence the majority 43% of respondents are very satisfied with the overall performance of the laptop.

FINDINGS

1. The Majority 52.6% Of Respondents Use Asus.
2. The Majority 43% Of Respondents Are Very Satisfied With The Overall Performance Of The Laptop.

SUGGESTIONS

- ✓ Improve after-sales service to increase trust among customers.
- ✓ Enhance battery life for better user experience.
- ✓ Strengthen build quality in budget models.

CONCLUSION

This study highlights that ASUS is more popular among younger users and gamers, while HP is preferred by professionals for its durability and reliability. ASUS provides better performance at a lower price, whereas HP offers a superior after-sales experience.

Both brands have strengths and weaknesses. Enhancing service quality, battery life, and pricing strategies can help each brand improve consumer satisfaction and loyalty in the competitive laptop market.

REFERENCE:

Patel & Desai (2021) – This study found that brand loyalty in India is largely driven by product performance, after-sales service, and pricing. HP is generally preferred by corporate users for its durability, while ASUS attracts younger, budget-conscious customers for its performance at lower prices.

1. Kumar & Shah (2020) – In India, consumer loyalty is influenced by after-sales service. HP's service network is seen as more reliable and efficient compared to ASUS. Customers in smaller cities reported higher satisfaction with HP due to its widespread service centers.

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