

Beyond specs

Why quality, reliability, and durability drive trust

COMPREHENSIVE REPORT

DELL Technologies

intel

In a marketplace where laptop specifications often appear similar across brands, buyers are seeking more meaningful differentiators — especially in long-term performance and product experience. Quality, reliability, and durability are emerging as the defining factors that separate leading laptop brands from the rest.

A March 2025 quantitative study commissioned by Dell Technologies and conducted by Illuminas found that while many brands offer comparable performance on paper, Dell consistently performs on the dimensions that matter most in the long run.



From expectations to experience

What buyers value most

Laptop buyers often begin with checklists: screen size, processor type, RAM, battery life. But what truly influences brand loyalty and repurchase is not what's listed on a spec sheet — it's how the device performs day after day. The research confirms that across consumer and business segments, buyers prioritize:



Smooth and consistent performance over time



Devices that withstand physical wear and tear



Systems that boot quickly, run without interruption, and require minimal intervention

For consumers, product reliability is closely linked to peace of mind. For SMBs, it translates to operational continuity, fewer support tickets, and a lower total cost of ownership.

Definitions that matter

Clarity in the core attributes

When study participants defined "quality," they spoke not just of materials and build but of how the device made them feel — confident, productive, supported. The Dell study revealed that users evaluate quality through real-world use: How does the laptop perform under pressure? Does it hold up over time? Do issues arise early or late in its lifecycle?

One key finding: personal experience was the top driver of brand preference. Buyers who had a reliable Dell device in the past were far more likely to choose Dell again — a strong signal of long-term brand trust.

"[Dell] consistently offers well-built and strong performance, warranty options and high-quality materials and regular software updates."
US CONSUMER

"Dell is the only product I use; very reliable and functional."
US CONSUMER

"In my experience Dell is an excellent brand. They provide excellent quality, reliability and durability."
US SMB

"My previous Dell laptops have lasted a decade on average, only needing to be replaced once the batteries could no longer hold a charge."
US CONSUMER

"I have used Dell both personally and professionally and the computers have always worked well and gotten the job done."
US SMB

"I think Dell laptops are considered one of the best due to their combination of high-quality build, strong performance across various price points, versatile configuration options, excellent battery life, sleek designs."
US SMB

"Their products are quality and outperform all others I have had experience with." **US SMB**

To ensure clarity in the survey, respondents were given precise definitions:



Quality

"The overall craftmanship of the device, including performance, features, and fit and finish of the materials used."



Reliability

"Consistently performs its intended functions well without failure. Boots up quickly, runs applications smoothly, and does not crash or freeze frequently."



Durability

"Withstands wear, pressure, and damage over time. Resistant to physical damage from drops or impacts. Components can endure prolonged use without significant deterioration."

Respondents' brand ratings reflected real expectations about how a laptop should behave in daily use — not just how it looks on launch day.

Competitor benchmarks

Quality, reliability, and durability



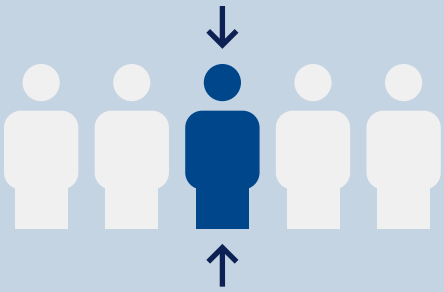
Trust isn't won in marketing. It's earned through experience. The study found that many consumers first encountered Dell through a work-issued laptop. Positive workplace experiences frequently translated into personal purchases. In fact, 1 in 5 consumers who rated Dell highly said their opinion was based on a laptop they received from an employer. For SMBs, Dell's trustworthiness goes beyond individual devices. IT teams cited lower incident rates, easier fleet management, and stronger long-term ROI. With Dell, they knew what to expect — and what to avoid.

This level of trust is built on Dell Technologies' consistency in delivering quality, reliability, and durability. Dell performed at or above parity with major competitors (HP and Lenovo) across all key metrics, with the following insights:



Among consumers and SMB ITDMs, Dell consistently earned high marks for delivering laptops that last, perform reliably, and are perceived as well-made.

One in five consumers cited experience with an employer-issued Dell laptop as their primary reason for positively rating the brand.



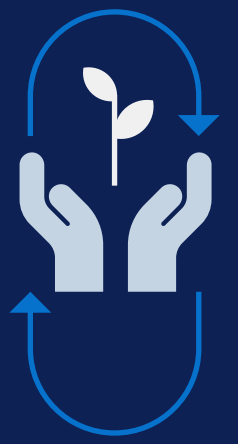


For SMBs, Dell's strong reputation for product quality was cited more than twice as often as HP or Lenovo.

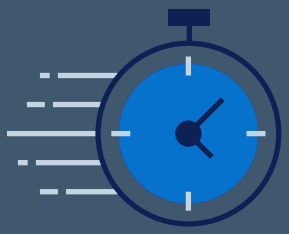
While many brands received favorable scores, the study uncovered statistically notable differences among consumers:

REASONS FOR BRAND RATING
Ethical & Sustainable Practices

Dell significantly outperformed Lenovo on its Ethical & Sustainable Practices contributing to consumers' positive rating of the brand.



POSITIVE PERSONAL EXPERIENCES
Speed of Resolution of Product Issues



Dell achieved a significantly higher score than competitors (HP and Lenovo) on Speed of Resolution of Product Issues contributing to consumers' reasons for choosing the brand.

POSITIVE PERSONAL EXPERIENCES
Successful Resolution of Product Issues



Dell achieved a significantly higher score than Lenovo on Successful of Resolution of Product Issues contributing to consumers' reasons for choosing the brand.

REASON FOR CHOOSING FUTURE BRAND TO PURCHASE
Excellent Customer Service & Support

Dell also scored significantly higher than Lenovo on perceptions having Excellent Customer Service and Support.

This selection was among consumers who selected Dell as the #1 choice for their next laptop.



MAIN REASON FOR CHOOSING FUTURE BRAND TO PURCHASE
I Trust This Brand



Dell also scored significantly higher than Lenovo on perceptions "Trusting" the brand.

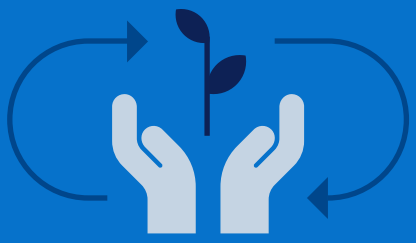
This selection was among consumers who selected Dell as the #1 choice for their next laptop.

Dell was never rated statistically lower than competitors in any of the three categories — quality, reliability, or durability.



Similar to consumers, the study also uncovered statistically notable differences among SMB IT decision makers:

REASONS FOR BRAND RATING
Ethical & Sustainable Practices



Dell significantly outperformed HP on their Ethical & Sustainable Practices contributing to consumers' positive rating of the brand.

MAIN REASONS FOR BRAND RATING
Brand Reputation

Dell significantly outperformed Lenovo on their Brand Reputation contributing to consumers' positive rating of the brand.



REASON FOR CHOOSING FUTURE BRAND TO PURCHASE
Best Value for the Price



Dell significantly outperformed HP on their Best Value for the Price contributing to consumers' positive rating of the brand.

MAIN REASON FOR CHOOSING FUTURE BRAND TO PURCHASE
Excellent Customer Service & Support



Against other competitors, Dell also scored significantly higher than Lenovo on perceptions having Excellent Customer Service & Support.

This selection was among ITDMs who selected Dell as the #1 choice for the next laptops for their organization.

MAIN REASON FOR CHOOSING FUTURE BRAND TO PURCHASE
Quality

Against other competitors, Dell also scored significantly higher than both HP and Lenovo on perceptions having the best quality products.

This selection was among ITDMs who selected Dell as the #1 choice for the next laptops for their organization.



These results suggest that Dell's consistency of performance is a key competitive advantage.

Built for confidence

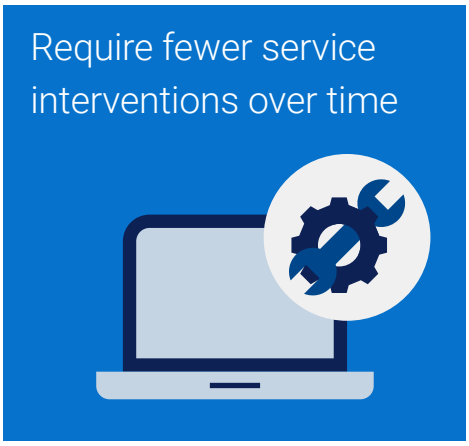
How Dell designs for durability

Behind Dell's brand trust is a product development approach that prioritizes real-world readiness. Dell laptops are designed and tested to perform under pressure — from office desk to travel bag.

Devices undergo durability tests, thermal performance assessments, and field-relevant simulations to ensure they withstand repeated use in challenging environments. As a result, Dell laptops:







For SMBs, this translates directly into time savings and fewer hardware failures. For individuals, it means owning a laptop that feels just as solid three years in as it did on day one.

Why Dell is the smart, low-risk choice for buyers

For consumers, a reliable laptop means peace of mind — for work, school, or life. For SMBs, it means fewer help desk tickets, fewer surprises, and more time spent doing the work that matters. The total cost of ownership for a Dell laptop is often lower than it appears on paper. Devices last longer, need fewer repairs, and offer stronger support. That means more value per dollar — and more confidence in the investment. In addition, Dell's longer device lifecycle contributes to sustainability by reducing the volume of electronic waste and unnecessary replacements. Durability and reliability aren't just good for business — they're better for the planet.

In an era of flashy launches and short product cycles, Dell continues to focus on what buyers value most: products that work, last, and deliver consistent performance. This 2025 research reinforces what many users already know: Dell is a brand you can count on.



About Dell Technologies

Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era.

About the Research

The research findings are based on a quantitative research study conducted in March 2025 by Illuminas on behalf of Dell Technologies. The study surveyed 2,004 laptop users, including consumers and SMB IT decision-makers. Participants evaluated leading laptop brands — Dell, HP, and Lenovo — on quality, reliability, durability, and innovation. Ratings were collected using a 5-point scale and analyzed for statistical significance at the 90% and 95% confidence levels.