

HP CUSTOMER EXPERIENCE STUDY, APJ - 2021

HP LaserJet Users Who Have Experience Using Both Original HP and Non-HP Toner Cartridges

August 2021

EXECUTIVE SUMMARY

This study was commissioned by HP to examine the experiences of 2,000 HP LaserJet users who used both Original HP and non-HP branded toner cartridges in the past year.

Customers from India, China, South Korea, Malaysia, Thailand, Indonesia and Australia were surveyed. To qualify for participation in this study, users must have had to use both non-HP and Original HP toner cartridges in their workplace HP LaserJet printers within the last year, and to have spent at least 20% of their time in a formal office setting. This was required so that users would be in the best position to make comparative judgments about the performance of each cartridge type and account for COVID-19 restrictions.

Overall, the research found that users are more likely to encounter problems when using non-HP toner cartridges compared to Original HP toner cartridges. In particular, damaged printers are 130% more likely. Non-HP toner cartridge use also impacts employee satisfaction; 91% of those having problems using non-HP cartridges believe their use reflects poorly on the business, could be an indicator of a struggling business, or is a sign that the employer doesn't care enough about their employees to buy Original HP toner cartridges.

OBJECTIVES AND METHODS

The study objectives were designed to understand and quantify the problems business customers experience to due to the use of non-HP cartridges in their color and monochrome HP LaserJet printers, compared to Original HP cartridges.

RESEARCH OBJECTIVES

Quantify and assess:

- > The types and frequency of problems associated with the use of non-HP cartridges compared with Original HP cartridges.
- > The impact of problems associated with the use of non-HP cartridges compared with Original HP cartridges.
- > Number of people impacted by cartridge problems.
- > Time spent resolving print quality and cartridge problems.
- > How cartridge problems are resolved.
- > Impact of cartridge problems on employee satisfaction.

RESEARCH APPROACH

18-minute web surveys conducted across the following time periods: 1/6/2021-1/31/2021 and 7/7/2021-7/22/2021:

- > Works full-time or part-time.
- > Works in an office setting (outside of their home) at least 20% of the time.
- > If in an office more than 50% of the time; prints at least once a week at their workplace with an HP LaserJet. If in an office less than 50% of the time; prints at least two to three times per month at their workplace with an HP LaserJet.
- > Has used both Original HP and non-HP cartridges in the past 12 months at their workplace.

RESPONDENT INFORMATION

- > A total of 2,000 respondents in APJ were surveyed.
- > Respondents were drawn from different company sizes: Micro/small (1-99), Medium (100-499), Large (500-999), and Enterprise (1,000+).
- > A mix of non-HP toner cartridge type users were selected. Note that respondents could use more than one non-HP cartridge type.
- > Research was balanced so each country is represented equally.

	Total	Remanufactured	Refill	Imitation	Micro/small	Medium	Large	Enterprise
Total	2,000	1,036	963	951	615	477	516	392
India	291	152	107	116	122	48	57	64
China	321	163	148	150	71	60	121	69
South	247	141	107	119	90	57	62	38
Malaysia	258	153	173	164	72	90	36	60
Thailand	279	127	125	136	92	57	85	45
Indonesia	309	145	180	193	93	73	62	81
Australia	295	155	123	73	75	92	93	35

FINDINGS

PROBLEMS WITH CARTRIDGES

- > Over half (54%) of non-HP toner cartridge users experience problems with those cartridges.
 - Over half (57%) of remanufactured toner cartridge users experience problems with those cartridges.
 - Over half (53%) of refilled toner cartridge users experience problems with those cartridges.
 - Over half (53%) of imitation toner cartridge users experience problems with those cartridges.
- > Printing problems are more than twice as likely when using non-HP toner cartridges.
 - Printing problems are more than twice as likely when using remanufactured toner cartridges.
 - Printing problems are more than twice as likely when using refilled toner cartridges.
 - Printing problems are more than twice as likely when using imitation toner cartridges.

PROBLEM FREQUENCY

- > 62% of users experiencing problems with non-HP toner cartridges experience them every other week, or more often.
 - 67% of users experiencing problems with remanufactured toner cartridges experience them every other week, or more often.
 - 55% of users experiencing problems with refilled toner cartridges experience them every other week, or more often.
 - 64% of users experiencing problems with imitation toner cartridges experience them every other week, or more often.
- > 46% of users experiencing problems with non-HP toner cartridges experience them every week, or more often.
 - 50% of users experiencing problems with remanufactured toner cartridges experience them every week, or more often.
 - 39% of users experiencing problems with refilled toner cartridges experience them every week, or more often.
 - 47% of users experiencing problems with imitation toner cartridges experience them every week, or more often.

PRINT QUALITY

- > Nearly half (49%) of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
 - Over half (52%) of remanufactured toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.

- Nearly half (48%) of refilled toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
- Nearly half (46%) of imitation toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots.
- > Print quality problems, including poor print quality due to streaks, smears or dots, are 2.44 times more likely when using non-HP toner cartridges.
 - Print quality problems, including poor print quality due to streaks, smears or dots, are 2.59 times more likely when using remanufactured toner cartridges.
 - Print quality problems, including poor print quality due to streaks, smears or dots, are 2.39 times more likely when using refilled cartridges.
 - Print quality problems, including poor print quality due to streaks, smears or dots, are 2.32 times more likely when using imitation cartridges.

PROBLEM CARTRIDGES

- > Over a quarter (27%) of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
 - Three in ten (30%) remanufactured toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
 - Nearly a quarter (24%) refilled toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
 - Over a quarter (26%) imitation toner cartridge users have a cartridge fail, leak, or run out of toner prematurely.
- > Non-HP toner cartridge users are more than twice as likely (2.5x, 159% more likely) to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
 - Remanufactured toner cartridge users are more than twice as likely (2.9x, 190% more likely) to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
 - Refilled toner cartridge users are more than twice as likely (2.3x, 131% more likely) to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
 - Imitation toner cartridge users are more than twice as likely (2.5x, 154% more likely) to have a cartridge fail including leaking, running out of toner prematurely or not working right out of the box.
- > Cartridge problems such as failure, leaks, or running out of toner prematurely are more than twice as likely (2.5x, 159%) more likely when using non-HP toner cartridges.
 - Cartridge problems such as failure, leaks, or running out of toner prematurely are more than twice as likely (2.9x, 190% more likely) when using remanufactured toner cartridges.

- Cartridge problems such as failure, leaks, or running out of toner prematurely are more than twice as likely (2.3x, 131% more likely) when using refilled toner cartridges.
- Cartridge problems such as failure, leaks, or running out of toner prematurely are more than twice as likely (2.5x, 154% more likely) when using imitation toner cartridges.

PRINTER DAMAGE

- > By using non-HP toner cartridges, businesses increase the chance of printer damage, requiring printer cleaning, repair or even replacement, by 130%.
 - By using remanufactured toner cartridges, businesses increase the chance of printer damage, requiring printer cleaning, repair or even replacement, by 163%.
 - By using refilled toner cartridges, businesses increase the chance of printer damage, requiring printer cleaning, repair or even replacement, by 149%.
 - By using imitation toner cartridges, businesses increase the chance of printer damage, requiring printer cleaning, repair or even replacement, by 75%.
- > Damaged printers are 2.3 times (130%) more likely when using non-HP toner cartridges.
 - Damaged printers are 2.63 (163%) more likely when using remanufactured toner cartridges.
 - Damaged printers are 2.49 times (149%) more likely when using refilled toner cartridges.
 - Damaged printers are 1.75 times (75%) more likely when using imitation toner cartridges.

PROBLEM RESOLUTION

- > Almost 3/4 (73%) of non-HP toner cartridge users have to turn to the help desk, admin or technical support to help resolve their cartridge problems.
 - Over 70% (73%) of remanufactured toner cartridge users have to turn to the help desk, admin or technical support to help resolve their cartridge problems.
 - Almost 3/4 (74%) of refilled toner cartridge users have to turn to the help desk, admin or technical support to help resolve their cartridge problems.
 - Almost 3/4 (73%) of imitation toner cartridge users have to turn to the help desk, admin or technical support to help resolve their cartridge problems.
- > Three out of four (75%) non-HP toner cartridge users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done.
 - Three out of four (75%) remanufactured toner cartridge users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done.
 - Almost 3/4 (74%) refilled toner cartridge users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done.
 - Three out of four (75%) imitation toner cartridge users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done.
- > When non-HP cartridge users experience a problem 71% of them must reprint at another printer.

- When remanufactured cartridge users experience a problem 72% of them must reprint at another printer.
 - When refilled cartridge users experience a problem 71% of them must reprint at another printer
 - When imitation cartridge users experience a problem 69% of them must reprint at another printer
- > Over half (58%) of those using non-HP cartridges pay to use an outside print shop due to printing problems caused by those toner cartridges.
- Over half (59%) of those using remanufactured cartridges pay to use an outside print shop due to printing problems caused by those toner cartridges.
 - Over half (52%) of those using refilled cartridges pay to use an outside print shop due to printing problems caused by those toner cartridges.
 - Over six out of ten (63%) of those using imitation cartridges pay to use an outside print shop due to printing problems caused by those toner cartridges.

PRINTER DOWNTIME

- > Over a quarter (29%) of non-HP toner cartridge users experience printer downtime as a result of cartridge problems.
- Three in ten (30%) of remanufactured toner cartridge users experience printer downtime as a result of cartridge problems.
 - Over a quarter (27%) of refilled toner cartridge users experience printer downtime as a result of cartridge problems.
 - Over a quarter (29%) imitation toner cartridge users experience printer downtime as a result of cartridge problems.
- > Using non-HP toner cartridges increases your chance of printer downtime by 2 times (103%).
- Using remanufactured toner cartridges increases your chance of printer downtime by 2.4 times (140%).
 - Using refilled toner cartridges increases your chance of printer downtime by 1.8 times (86%).
 - Using imitation toner cartridges increases your chance of printer downtime by 1.7 times (79%).

EMPLOYEE DISSATISFACTION AND LACK OF CONFIDENCE

- > Over four in ten (47%) of non-HP toner cartridges users who had problems were highly or extremely frustrated.
- Over four in ten (44%) of remanufactured toner cartridges users who had problems were highly or extremely frustrated.
 - Half (50%) of refilled toner cartridges users who had problems were highly or extremely frustrated.
 - Over half (51%) imitation toner cartridges users who had problems were highly or extremely frustrated.

- > Over four in ten (47%) of those who use non-HP toner cartridges find themselves highly or extremely frustrated when encountering problems with these cartridges.
 - Over four in ten (44%) of those who use remanufactured toner cartridges find themselves highly or extremely frustrated when encountering problems with these cartridges.
 - Half (50%) of those who use refilled toner cartridges find themselves highly or extremely frustrated when encountering problems with these cartridges.
 - Over half (51%) of those who use imitation toner cartridges find themselves highly or extremely frustrated when encountering problems with these cartridges.
- > 91% of those having problems using non-HP toner cartridges believe their use reflects poorly on the business, could be an indicator of a struggling business, or is a sign that the employer doesn't care enough about their employees to buy Original HP cartridges.
 - 91% of those having problems using remanufactured toner cartridges believe their use reflects poorly on the business, could be an indicator of a struggling business, or is a sign that the employer doesn't care enough about their employees to buy Original HP cartridges.
 - 92% of those having problems using refilled toner cartridges believe their use reflects poorly on the business, could be an indicator of a struggling business, or is a sign that the employer doesn't care enough about their employees to buy Original HP cartridges.
 - 90% of those having problems using imitation toner cartridges believe their use reflects poorly on the business, could be an indicator of a struggling business, or is a sign that the employer doesn't care enough about their employees to buy Original HP cartridges.
- > 37% of non-HP cartridge users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
 - Over a third (37%) of remanufactured cartridge users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
 - Four in ten (40%) of refilled cartridge users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
 - Four in ten (40%) of imitation cartridge users who experienced problems feel like their employer doesn't care enough about them to buy Original HP cartridges.
- > Over half (58%) of non-HP cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on their business.
 - Over half (58%) of remanufactured cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on their business.
 - Six in ten (60%) of refilled cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on their business.
 - Over half (57%) of imitation cartridges users who experienced problems feel that buying cheap cartridges reflects poorly on their business.

- > 38% of non-HP cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.
 - 42% of remanufactured cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.
 - 38% of refilled cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.
 - 36% of imitation cartridges users who experienced problems think that buying cheap cartridges may indicate the business is struggling financially.

LASERJET USAGE

- Of pages printed on the HP LaserJet printer....
 - 31.3% were for external use
 - 39.1% were for internal use
 - 29.5% were for individual use



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