

What's Influencing Your Product's Value?

RepTrak Q4 2023 Current Events Data

Everyone wants the biggest bang for their buck. Dollars, euros, pounds, pesos, whatever the currency may be, costs are up everywhere and deals seem harder to find. Value is touted before consumers in marketing initiatives across industries, but RepTrak data is here to tell companies that price alone doesn't determine what makes a product or service valuable to stakeholders.

Looking at a regional breakdown, we see that consumers in the Americas are focused on accessibility and employee well-being. While APAC and EMEA consumers see value attached to causes and citizenship efforts.

When asked what contributes to the value of the services and products corporations provide, consumers ranked the following as their top three answers:



Product/service is easy to access



Company is financially strong and will be there in the long term

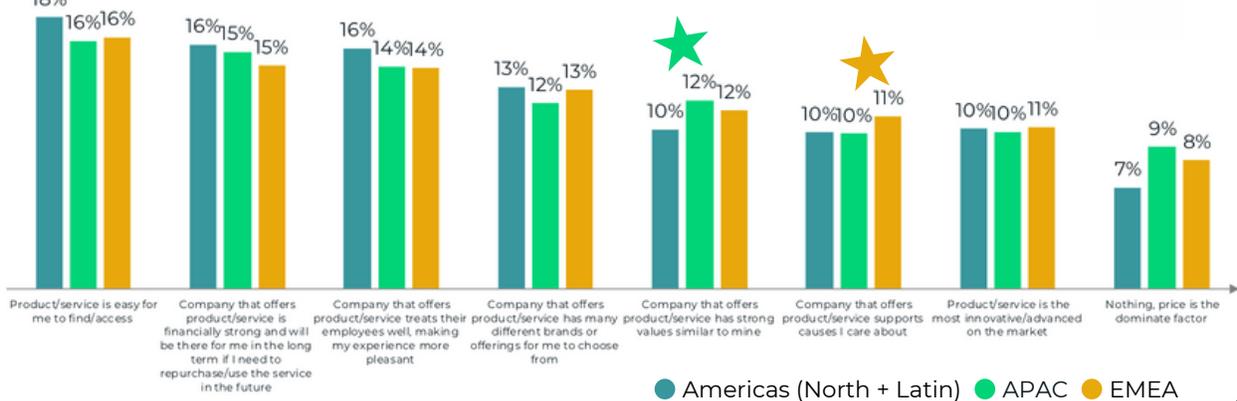


Company treats their employees well

Source: RepTrak's 2023 Q4 Current Events Study



VALUE DETERMINANTS BY REGION — Q4 2023



● Americas (North + Latin) ● APAC ● EMEA

Source: RepTrak's 2023 Q4 Current Events Study

REMEMBER, VALUE MEANS MORE THAN PRICE!

RepTrak monitors an array of factors that influence how people perceive your corporate reputation, including how people *think* about your products and services. Value is crucial for buyers, but price isn't the only thing influencing their purchasing decisions. They'll see more value in your products and services when you meet their needs — and you'll see the reputational benefits.

We measure 4 factors that influence how stakeholders think about a company's products and services:

- High quality products and services
- **Good value products and services**
- Stands behind products and services
- Meet customer needs

