



Reputation

Perceptions show less variability



Consumer Perceptions

Understanding relative perception of product value helps understand inflationary effects on reputation.

RepTrak measures two metrics related to perceptions of product value: "Offers products and services that are good value for the money" and the Business Outcome "Willingness to Buy".

Both these reputation metrics are relatively stable despite inflationary pressure.

Reputation AND INFLATION



Inflation

Surges to generational highs



What to Do Now

This topic is still in its early days and the situation is expected to evolve.

We will continue to monitor the effects of inflation on reputation and will share new insights as the situation evolves.

Reach out to your account team for additional Reputation context and to build a response plan.



A CLOSER LOOK BEHIND THE NUMBERS

Product Value

Part of the Products Driver, this Reputation Factor "Offers products and services that are a good value for the money" is second most important to shaping reputation.

Global scores are stable despite inflation increases.

Willingness to Buy

In 2021, Advocates saw low volatility, inching just one percentage point, globally.

This stability indicates consumer confidence and illustrates relatively unwavering product value perceptions.

Data Insight

While inflation may not be as transitory as initially projected, companies can mitigate the adverse effects on public perceptions of value, partly due to consumer purchasing resilience.

What to Do?

Companies must ensure that they continue to emphasize the value of Products relative to rising prices and how they can continue to meet the public's needs.