

Is your reputation **built to last?**

Identifying top influences on perception of quality

RELIABILITY:

Always works as it should

FUNCTIONALITY:

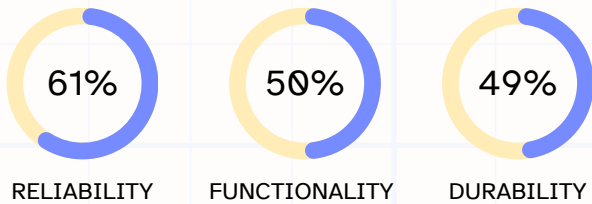
Does what it is intended to do well

DURABILITY:

Lasts for a long time and continues to do its job

RepTrak’s comprehensive data suite functions as a strategic toolkit for managing corporate reputation. Each of our 7 Drivers acts as precise instruments to measure stakeholder perceptions, working together to aid and enhance your corporate reputation. Our Products & Services Driver delves into the key factors that shape stakeholder perceptions of quality and value. Leveraging insights from our Q2 2024 current events study, we’re breaking down what stakeholders perceive as key contributors to quality in the products and services they purchase.

Q2 2024 TOP THREE GLOBAL PERCEPTIONS OF INFLUENCE ON QUALITY

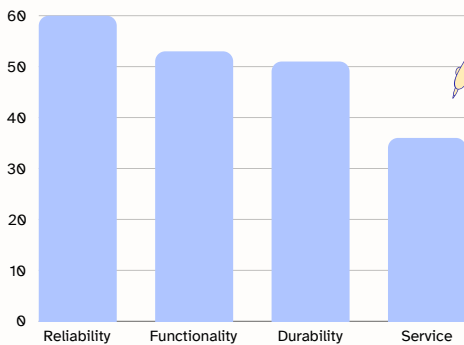


Globally, reliability, functionality, and durability are the leading factors shaping consumer perceptions of quality. With 61% of global respondents identifying reliability as the most critical influence, companies must focus on delivering dependable solutions that foster trust. Functionality and durability follow as second and third priorities, with nearly half of consumers emphasizing products that perform well and are built to last.

Reliability, functionality, and durability come in as the top three influences, which outperform the next factor by 14%.

To truly optimize your product strategies, it’s essential to consider regional variations in consumer priorities. In APAC, there’s a stronger emphasis on functionality and service quality compared to global trends. This focus signals a growing demand for consistent performance and excellent customer service, alongside having durable products. By honing in on these areas, companies can tailor their strategies to meet the expectations of the APAC market — boosting customer satisfaction and enhancing reputation.

Q2 2024 PERCEPTIONS OF INFLUENCE IN APAC



Source: RepTrak’s 2024 Q2 Current Events Study

By understanding and prioritizing these key influences on perceptions of quality, companies can strategically align their offerings to meet diverse global expectations. RepTrak serves as your reputation blueprint, providing robust data to address stakeholder needs on both global and regional levels. Whether you’re building your reputation from the ground up or renovating existing strategies, we are tailored to transform your corporate reputation.

