

Worth the Price, or Not?

Comparing Stakeholder Perceptions of Value

In a market defined by volatility and rising prices, customers are more selective than ever. They are evaluating value more holistically, assessing what makes a purchase truly “worth it” for them, beyond price alone. They want assurance that every purchase delivers lasting value, not just short-term savings.

At RepTrak, we measure the pulse of stakeholder sentiment so your company can anticipate consumer shifts and adjust strategy with clarity. And recent shifts in consumer perception show that the meaning of “value” is evolving.

To understand the true impact of value at different price points, we compared perceptions across typically luxurious versus more accessible companies — and the results were clear. Despite offering nearly comparable quality, **accessible apparel and bag retailers hold a 5.3-point advantage in “Good Value.”**

Accessible brands are outpacing luxury counterparts despite similar perceptions of quality — signaling that consumers reward brands that feel both aspirational and attainable.

As economic caution persists, accessibility without compromising craftsmanship is emerging as a defining mark of stakeholder favor.

Perhaps authentic value — not exclusivity — is the new measure of prestige.

Accessible:

RETAIL & CONSUMER DURABLES PRODUCTS & SERVICES FACTOR SCORES — Q1-3 2025, ACCESSIBLE SELECT

FACTOR	SCORE
High quality products & services	81.5
Stands behind products & services	79.1
Meets customer needs	75.9
Good value products & services	66.8

Source: RepTrak CRT Data
▲▼ Statistically significant change

Luxury:

RETAIL & CONSUMER DURABLES PRODUCTS & SERVICES FACTOR SCORES — Q1-3 2025, LUXURY SELECT

FACTOR	SCORE
High quality products & services	81.6
Stands behind products & services	78.0
Meets customer needs	77.1
Good value products & services	61.5

Source: RepTrak CRT Data
▲▼ Statistically significant change

