



User survey about experienced product quality

Conducted: 7th January – 13th January 2019

Between the 7th and 13th of January RMB Research Lab (a department of RMB networking) conducted a survey about the experienced product quality under the supervision of Moritz Bier and Richard Brauel. Participants were asked to anonymously judge the quality of the products they use on a day to day basis. The advertised and expected quality was used as a baseline, and participants had to judge their experienced quality on a scale of 1 to 10. A score of 1 meant that the product did not meet the advertised quality in any way and a score of 10 meant that the product met advertised and expected standards.

The survey was conducted over a time period of 7 days on a public square in Frankfurt am Main. Two employees independently asked passers:

“How far, does the quality of your used products matches the advertised or rather your expected quality of the product?”

The survey only took account of the participant’s age and participants were split up into three groups.

1. 0 – 18 Years
2. 18 – 40 Years
3. 40 – 100 Years

The result of this survey are 638 successfully interviewed users, between 11 and 79 years old.

0 – 18 Years (211)	18 – 40 Years (295)	40 – 100 Years (132)
Ø 8,2	Ø 7,1	Ø 5,2

Result: Ø **7,07**

The overall result of the user survey shows, that the quality of products used nowadays matches **Ø 70,7 %** with the promoted and expected product quality of the users.