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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 29186.3-2021

Replacing GB/T 31041-2014

Evaluation of brand value elements - Part 3: Quality elements

品牌价值要素评价 第3部分：质量要素

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Foreword

GB/T 29186 "Evaluation of brand value elements" is divided into 6 parts: -- Part 1: General principles; -- Part 2: Tangible elements; -- Part 3: Quality elements; -- Part 4: Innovation elements; -- Part 5: Service elements; -- Part 6: Intangible elements. This Part is Part 3 of GB/T 29186. This Part was drafted in accordance with the rules given in GB/T 1.1-2009. This Part replaces GB/T 31041-2014 "Brand value - Requirements for quality evaluation". Compared with GB/T 31041-2014, except for editorial changes, the main technical changes are as follows:

- a) Structural adjustment. For ease of use, the standard structure is adjusted into eight parts: scope, normative references, terms and definitions, basic requirements, evaluation index system, index measurement, result measurement and calculation, and Appendix A, to be in line with the structure of other parts of this Standard.
 - b) Add 4 terms and definitions: "quality commitment", "quality perception", "conformity assessment" and "customer satisfaction";
 - c) Modify the contents of "general requirements" to "basic requirements";
 - d) Modify the contents of "evaluation elements" to "evaluation index system"; give the composition of the brand value quality element evaluation index system;
 - e) Add "Index measurement"; give guidance on the names of specific measurement indexes, index descriptions, index measurement examples and possible data sources;
 - f) Modify "evaluation method" to "result measurement and calculation";
 - g) Add an appendix to give examples of evaluation of brand value quality elements.
- Evaluation of brand value elements - Part 3: Quality elements

1 Scope

China's national standard for evaluating the quality elements of brand value. It is Part 3 of GB/T 29186 and specifies the basic requirements, the evaluation index system, the measurement of the indices and the measurement and calculation of the result for the quality element of a brand. Quality is the element of brand value with the strongest claim to be measurable, and it is also the one most often asserted without evidence. Every brand claims quality; what distinguishes them is whether the claim is supported by what the organisation actually does and by what its customers actually experience. This part separates those two and measures both. On the organisation's side it looks at the quality management system, the process capability, the conformity of the product, the conformity assessment and certification the organisation holds, and the quality commitment it makes publicly - a warranty, a service promise, a returns policy - because a commitment is a cost the organisation has accepted and is therefore evidence rather than advertising. On the customer's side it looks at quality perception, which is what the market believes about the brand and which is what actually drives the purchase decision. The gap between the two is itself informative: a brand whose measured conformity is high and whose perception is low has a communication problem, and one with the opposite profile has a problem that will arrive later. The part replaces GB/T 31041-2014, restructuring it into the eight-part form shared by the rest of the GB/T 29186 family and adding definitions for quality commitment, quality perception and conformity assessment among others. An informative annex gives examples of the evaluation indices. Issued on 30 April 2021 and in force since 1 November 2021.

This part of GB/T 29186 specifies the basic requirements, evaluation index system, evaluation index measurement and result measurement and calculation requirements for the evaluation of brand value quality elements. This Part applies to various entities to carry out evaluation of brand value elements, brand evaluation and brand management activities.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only the dated version applies to this document. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 19000, Quality management systems - Fundamentals and vocabulary

GB/T 29185, Brand value - Vocabulary

GB/T 29186.1, Evaluation of brand value elements - Part 1: General principles

ISO 20671:2019 Brand evaluation - Principles and fundamentals

3 Terms and definitions

Terms and definitions determined by GB/T 19000, GB/T 29185, ISO 20671:2019 and the following ones are applicable to this document.

3.1 Quality commitment A statement by a brand entity to the extent to which the inherent characteristics of the products or services provided meet the requirements.

3.2 Quality perception Customers' abstract and subjective evaluation of a product or service according to the use purpose and demand status of the product, by comprehensively analyzing various related information that is obtained through formal or informal channels in the market.

3.3 Conformity assessment Confirmation that the regulatory requirements which are related to products, processes, systems, personnel or institutions have been met.

Note: The objects of conformity assessment include specific materials, products, installations, processes, systems, personnel or institutions that are subject to conformity assessment; products include services. [GB/T 27000-2006, definition 2.1]

3.4 Customer satisfaction The customer's perception of how well their expectations have been met.

Note 1: Before the delivery of the product or service, the organization may not understand the expectations of the customer, and even the customer is also considering it. In order to achieve high customer satisfaction, it may be necessary to meet expectations that customers neither express nor usually imply or must fulfill.

Note 2: Complaint is the most common expression of low satisfaction, but no complaint does not necessarily indicate that the customer is satisfied.

Note 3: Even if the specified customer requirements meet the customer's wishes and are satisfied, it does not necessarily ensure that the customer is satisfied. [GB/T 19000-2016, definition 3.9.2]

4 Basic requirements

When carrying out the evaluation of brand value quality elements, it must be carried out in accordance with the general principles and evaluation procedures that are specified in GB/T 29186.1. When constructing the evaluation index system, obtaining evaluation data, calculating evaluation results, and issuing evaluation reports, it must comply with corresponding requirements of GB/T 29186.1; the personnel implementing the evaluation shall meet the capability requirements which are set out in GB/T 29186.1.