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NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA

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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

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/T29186.1, 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.

5 Evaluation index system

5.1 Overview

7 Result measurement and calculation

The quality element evaluation value (K) is calculated according to the three grade-1 indexes, namely quality commitment (K₁), quality management capability (K₂), and product and service quality (K₃), according to Formula (1):

$$K = \sum_{i=1}^3 K_i \times W_i \quad \dots\dots\dots (1)$$

Where:

K – quality element evaluation value;

K_i – evaluation value of the ith grade-1 index;

W_i – weight of the influence of the ith grade-1 index on service elements.

When the K_i index has lower-level indexes, its evaluation value is calculated according to Formula (2):

$$K_i = \sum_{j=1}^n K_{ij} \times W_{ij} \quad (j = 1, 2, \dots, n) \quad \dots\dots\dots (2)$$

Where:

K_i – evaluation value of the ith grade-1 index;

K_{ij} – evaluation value of the jth grade-2 index under the ith grade-1 index;

W_{ij} – influence weight of the jth grade-2 index under the ith grade-1 index on K_i.

See Appendix A for examples of evaluation indexes of brand value quality elements

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