

Dimensions of Quality: Manufactured Products

- Performance
 - basic operating characteristics of a product; how well a car handles or its gas mileage
- Features
 - “extra” items added to basic features, such as a stereo CD or a leather interior in a car
- Reliability
 - probability that a product will operate properly within an expected time frame; that is, a TV will work without repair for about seven years

Dimensions of Quality: Manufactured Products

- Conformance
 - degree to which a product meets pre-established standards
- Durability
 - how long product lasts before replacement
- Serviceability
 - ease of getting repairs, speed of repairs, courtesy and competence of repair person

Dimensions of Quality: Manufactured Products

- Aesthetics
 - how a product looks, feels, sounds, smells, or tastes
- Safety
 - assurance that customer will not suffer injury or harm from a product; an especially important consideration for automobiles
- Perceptions
 - subjective perceptions based on brand name, advertising, etc.