

CONSUMER PERCEPTIONS OF:

- **QUALITY**
- **QUALITY PRODUCTION**
- **DEFECTS; QUALITY CONTROL**

**- A QUALITATIVE RESEARCH STUDY -
PRESENTATION**

**PREPARED FOR:
PHILIP MORRIS QUALITY ASSURANCE**

**MAY, 1992
JOB #92-3-2974**

MARKETING PERCEPTIONS, INC

2023683714