

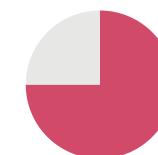
# RADIOGRAPHY OF TRUST IN QUALITY SEALS IN SPAIN

HOW TO TURN CERTIFICATION INTO AN ASSET THAT BUILDS REAL CONSUMER TRUST IN THE INFORMATION AGE.

## I • The Relevance of Certification

Does the consumer really care?

All else being equal, the seal is the decisive factor:



**75 %**

They prefer products with a certification seal.



Trust a product or service more when it carries a quality seal.



Would be willing to pay more for a product or service with a seal.

## II • The Challenge of Confusion

Navigating a Sea of Information.



**64 %**

They believe there are too many seals and would prefer fewer, with greater oversight and transparency.



**72 %**

Cannot differentiate between two seals that refer to the same quality of a product or service.



**65 %**

Are unaware of the certification system and would like more information available.

## III • The Search for Clarity

What Does the Consumer Demand to Trust?



**45 %**

Consumers have sought information about certification seals on the website of the certifying organization or the product.



**58 %**

Demand clear, concise, and easy-to-understand information about the standard.



**52 %**

Highlight the need for greater transparency regarding certification criteria.

## FROM SEAL TO DATA

TRUST IS BUILT WITH EVIDENCE AND TRANSPARENCY. CONSUMERS VALUE CERTIFICATION, BUT THEY DEMAND CLEAR, VERIFIABLE, AND ACCESSIBLE INFORMATION.

## STUDY METHODOLOGY:

- **Universe:** Residents of Spain aged 18 to 75.
- **Sample:** 1,000 interviews.
- **Technique:** Online survey (CAWI).
- **Fieldwork Date:** August 2025.
- **Sampling:** Stratified by sex and age.
- **Margin of Error:** For a 95% confidence level, the maximum margin of error is 3.1%.
- **Questionnaire Duration:** 15 minutes.
- **Responsible:** Ipsos Spain for CONFICERT.

*Note: Results weighted to ensure representativeness.*

## STUDY OBJECTIVE:

The study analyzes how Spanish consumers perceive quality seals, the level of trust they inspire, and the extent to which they influence purchasing decisions and brand reputation. It also identifies the barriers and opportunities to make them more transparent, understandable, and valuable.