

# 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.

**61 %**



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

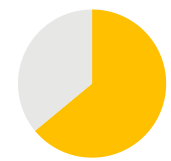
**66 %**



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.