

What is **VALUE FOR MONEY** for your consumers?





INTRODUCTION

When consumers make a purchase, and therefore spend money, they naturally feel the need to **rationalize and justify their choice**, both to themselves and to others.

This process, linked to the reduction of post-purchase dissonance, makes it fundamental for **brands to offer clear and credible reasons** to support the price.

A brand that **“is worth the price it costs”** and offers **“value for money”** is one that provides **concrete, narrative and symbolic elements** capable of making the price rational, deserved and fair, making the consumer feel legitimized in the purchase and fully “at ease” with their decision.



What is **Value for Money** for your consumers?

PROOF OF VALUE

The tangible value

1. Real quality of the product and of the materials / ingredients
2. Concrete benefits

Make the value tangible and demonstrable

BUILT TO LAST

A value that lasts over time

3. Durability, reliability and non obsolescence
4. Post-sales assistance, warranties, and services

Transform the purchase into an investment

PRICE LEGITIMACY

The price makes sense

5. Fair and transparent price (quality/price ratio)
6. Reputation and values of the brand

Normalize and legitimize the price



A shopping cart is positioned on a desk in the foreground, with a laptop and various documents scattered around it. In the background, a person is partially visible, holding a yellow object. The scene is lit with warm, golden light, suggesting a sunset or sunrise.

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