

The Citizens of Azerbaijan Consider Mercedes, Roya, One Direction, Seron and FC Real Madrid as Being the Best Quality

If an average Azerbaijan citizen had an unlimited amount of money at disposal and made decisions exclusively based on quality when buying, he would drive a Mercedes, attend concerts by Seron or Roya, and would watch football matches with FC Real Madrid.

ZURICH, SWITZERLAND, June 16, 2014 **/24-7PressRelease/** -- If an average Azerbaijan citizen had an unlimited amount of money at disposal and made decisions exclusively based on quality when buying, he would drive a Mercedes, attend concerts by One Direction, Seron or Roya, and would most like to watch football matches with FC Real Madrid.

These are the results of the first Azerbaijan QUDAL - QUality meDAL - DEEPMA Research conducted in May this year by the Swiss organization ICERTIAS - International Certification Association GmbH with its headquarters in Zurich by means of an online survey on a sample of 1,200 Azerbaijan citizens, Internet users older than 15 years of age.

The entire QUDAL Research in the Republic of Azerbaijan encompassed more than a hundred commercial and non-commercial categories (e.g. best quality milk, best quality car, best quality domestic singer etc.). The first results of this complex research have now been processed and are available for analysis.

As they emphasize at ICERTIAS, the QUDAL - QUality meDAL Research aims to make quality and the importance of quality more popular. ICERTIAS emphasizes that, "With the QUDAL project, we wish to draw the consumers attention to the fact that they are fully entitled to live better and demand a better quality on the market for their money. The right to quality and a better quality life is particularly important nowadays, when the global environment is demanding," ICERTIAS concludes.

Focus on Quality

The Azerbaijan citizens were asked within the QUDAL - QUality meDAL Research what they would buy and what they would use if money was no problem at all in the purchase and if they were only and exclusively to pay attention to quality when deciding on the purchase and in consumption.

QUDAL - QUality meDAL research therefore gives a completely new picture of Azerbaijan and the Azerbaijan market and reveals what the Azerbaijan citizens think of the available value and quality and the way they recognize and value them.

The QUDAL market research, therefore, does not measure market share (sales) nor the power of a brand but exclusively the experience and opinion of the consumers on who, for them, offers the highest level of quality in certain categories in their country.

The way the Azerbaijan citizens think when they have top quality in mind is perhaps best illustrated by the QUDAL - Quality DEEPMA Research category - "Cars in general."

The citizens of Azerbaijan in the QUDAL survey were asked the following question concerning this category:

"State the name of the producer, i.e. dealer of family cars that, in your personal experience and opinion, offers the absolute highest level of quality on the Azerbaijan market:"

The majority of the surveyed responded to this question with - "Mercedes."

The football player Messi has taken place no. 1 as the best quality world sportsman in the opinion of the Azerbaijan citizens, while FC Real Madrid is the best quality sports club in the world (regardless of which sport).

The question on the absolute top quality music group in the world was answered by the majority of the Azerbaijan citizens with - "One Direction." In the category of the best quality musical performer or singer in the world, the first place went to - "Roya."

When it comes to the quality of persons, projects, organizations etc., the examinees in the Azerbaijan QUDAL Research

placed the football club FK Neftchi in the top position in the category of best quality Azerbaijan sports club (regardless of which sport), while Elnur Mammadli ranked best quality in the category of best quality sportsman/sportswoman in Azerbaijan.

As the best Azerbaijan music group, the majority of the Azerbaijani in the QUDAL Research nominated Seron, while Roya is the absolute winner for the Azerbaijanis in the category of best singer in Azerbaijan.

In the commercial categories of the QUDAL Research, the Azerbaijan citizens nominate, for example, as the providers of the absolute highest quality level: Danone (category: yogurt); Bazarstore (category: retail chain); Samsung (category: mobile phone); Nivea (category: facial cream); Apple (notebooks); Adidas (sportswear); International Bank of Azerbaijan (bank); Sirab (mineral water), Bolkart (credit card) etc.

Methodology and Sample

The QUDAL - QUality meDAL - Azerbaijan 2014/2015 Research (www.qudal.com) was conducted by the Swiss organization ICERTIAS - International Certification Association GmbH (www.icertias.com) on the territory of the Republic of Azerbaijan during May 2014, using an online survey and the CAWI - DEEPMA method (Computer Assisted Web Interviewing - Deep Mind Awareness). 1,200 citizens of Azerbaijan older than 15 and using the Internet participated in the research. QUDAL Research has been conducted in the official Azerbaijani letter and language. The survey encompassed the entire territory of the Republic of Azerbaijan.

On the QUDAL Project

QUDAL - QUality meDAL (www.qudal.com) is a project of the Swiss organization ICERTIAS - International Certification Association GmbH (www.icertias.com).

The QUDAL project researches and awards entities (products, services, media, public persons, culture and sports etc.) offering the highest level of quality in a certain territory - in the opinion of the citizens - i.e. the consumers themselves.

The goal of the QUDAL project is to draw the attention of the public to the importance of quality in their daily selection and to the right of the citizens to the highest level of quality, as well as to make it easier and simpler for consumers to find the best quality products and services on the market.

The QUDAL - QUality meDAL Research is conducted fully in accordance with the provisions of the "International Code on Market and Social Research" adopted by the International Chamber of Commerce (ICC) and the World Association of research experts (ESOMAR).

It is important to mention that the QUDAL research does not measure market shares or the power of a brand, but exclusively and only experience, satisfaction with the quality of the service and the offer on the market as perceived by the examinees.

"The QUDAL - QUality meDAL research and award-giving project sends a message to the consumers that it is them, and only them, who are entitled to make decisions on what actually provides the best quality on the market. With this, we wish to send a strong message to the producers and service providers that they should make an effort and provide citizens with the best quality for their money..." - ICERTIAS, Zurich, Switzerland.

ABOUT ICERTIAS

ICERTIAS - International Certification Association GmbH is a private, politically independent organization based in Zurich, Switzerland. ICERTIAS (www.icertias.com) stimulates innovative ways of market testing and research at a local and at an international level. The organization is primarily focused on the global recognition and promotion of product quality and value. ICERTIAS also encourages international cooperation between current and new testing, research, and certification organizations and promotes collaborative development of testing, research, and certification tools across national borders. Operating from a consumer perspective, ICERTIAS educates local organizations to promote products and services tested to meet its high-quality standards, offer better value, and extend such quality to local and international markets. Internationally, ICERTIAS is now most known for its Best Buy Award (www.bestbuyaward.org) and QUDAL - QUality meDAL (www.qudal.com) research and certification systems.

ABOUT QUDAL - QUality meDAL

QUDAL - QUality meDAL (www.qudal.com) is a continuous project for research and awarding products, services and other subjects in local and international markets that offer the best quality - exclusively based on the experience and opinions of consumers. On a global scale, the QUDAL - QUality meDAL project is conducted and supported by the Swiss organization ICERTIAS - International Certification Association GmbH based in Zurich, Switzerland. While conducting their researches for the QUDAL system, ICERTIAS cooperates with many independent local and international organizations, in turn encouraging cooperation related to raising awareness of the importance of quality both on the local market and at the global level.

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