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Eight Dimensions of Quality

**Briefly discuss the eight dimensions of quality. Does this improve our understanding of quality?**

Laura Williams

RE: Quality Dimensions

In 1987 David Garvin suggested that there were eight dimensions to quality.

**Dimension 1: Performance**
A quality product will perform as expected by the user and as specified by the manufacturer. If products do not do as buyers expect, users will be disappointed and frustrated. Worse still poor performing products get negative reviews and lose sales and reputation.

**Dimension 2: Features**
What additional benefits will be added to the product? Will they be they tangible or non-tangible benefits. For example this could be after sales service, or guarantees. Some features will be present in all products but other features will only be found in "quality" products. For example all cars have wheels, steering wheel, gears, windows and seats but only some cars have heated seats, assisted parking and bluetooth.

**Dimension 3: Reliability**
Is the product consistent? Will it perform well over its expected lifetime and perform consistently. Many brands have developed trust with customers because of their reputation for reliability.

**Dimension 4: Durability**
How durable is the product. Will it last with daily use?

**Dimension 5: Conformance**
Does the product meet with any agreed internal and national specifications? For example safety regulations and laws.
Dimension 6: Serviceability
Is the product easy to service. Does the organization offer enough service support.

Dimension 7: Aesthetics
Is the product appealing to the eye? Design is important for many products; the color picked indicates certain things.

Dimension 8: Perceived Quality
What sort of quality perception does the marketing team want to convey in their marketing message? Will price charged reflect the quality of the product? What brand name is going to be used and does this convey any sort of quality perception.