Smart Phone quality is based off features and aesthetic appeal, the more features the better the quality is what is marketed. From the first smart phone, the iPhone, ads have always surrounded features. (https://www.youtube.com/watch?v=37fMdoU8kyY) Pretty much the first thing marketed about a smart phone’s quality is it’s display. For the iPhone X, the first thing the webpage tells you is its full display. “With iPhone X, the device is the display. An all‑new 5.8‑inch Super Retina screen fills the hand and dazzles the eyes.” (https://www.apple.com/iphone-x/) Even the Samsung Galaxy 8S first feature is the display. “The world's first Infinity phone. The Galaxy S8 has the worlds first Infinity Display. The expansive display stretches from edge to edge, giving you the most amount of screen in the least amount of space. And the Galaxy S8+ is even more massive-our biggest screen yet.” ( <https://www.samsung.com/us/mobile/phones/>) Yet all this focus on screens and shows that consumers do not really care about the quality of the screen as long as it is in HD.(<http://www.androidauthority.com/smartphone-screen-resolution-poll-799510/>) Forbes magazine states that the top three biggest issues consumer care about for new smartphones are Improved battery life, a more durable device and better security. ( <https://www.forbes.com/sites/chrisversace/2013/08/21/what-do-consumers-want-in-a-new-smartphone/>) About a quarter down the iPhone X’s website they do mention durability with “The most durable glass ever in a smartphone, front and back.” (https://www.apple.com/iphone-x/) However, there is nothing mentioned about battery life or how secure your information is on the phone and cloud network.

The most crucial factor in popup tent quality is durability and function. Part of durability is what activity you are going to use the tent for. Most tents are made from polyester (http://www.campingandcaravanningclub.co.uk/helpandadvice/technicalhelp/datasheets/choosing-your-tent-materials/), which is cheap and water proof. The better-quality tents are going to have better quality stitching, seams and a polyester that is more waterproof, and better designed ventilation. (<https://backpackinglight.com/forums/topic/62580/>) The quality of the tents is mostly related to the function in which the tent is purposed for. The second biggest factor is size, even though they are usually marketed as 2-person or 4-person tent, and sometimes they are smaller than advertised. ( <http://allcampingstuff.com/best-pop-up-tent-for-camping/>) Part of a tent’s advertising is the seasonal rating. Although there is no professional standard, the most common ratings are 3 seasons, 4 seasons, and 5 seasons. A 3 seasons tent is usually for spring, summer, and fall camping. A 4 seasons tent is for winter camping, and a 5 seasons tent is for artic camping. (<https://www.backcountry.com/sc/tent-buyers-guide>) Some of the downsides to popup tents they are too big to take on hiking and backpacking trips, most require a lot of time to break down back into their bags, and if you break a pole, you can’t buy a replacement pole. (<http://momgoescamping.com/pop-up-tents/>)

Athletic wear is marketed on aesthetic appeal and custom fitting. The athletic wear sales have been boosted in recent years by two developments. A trend for more leisure wear, or what is called athleisure, where it is acceptable to wear athletic wear to places like work and outside the gym. Lululemon was the first athletic wear company to really market for this segment and had remarkable success doing so. (https://www.forbes.com/sites/jefffromm/2016/07/06/the-lululemon-lifestyle-millennials-seek-more-than-just-comfort-from-athleisure-wear/) Advancing in technology has made athletic clothing more comfortable and better fitting. For example, Under Armour Coolswitch tee, with a technology that is applied directly to the fabrics and agents that promote faster moisture absorption which feels like the cool of a mint. (http://www.royalfashionist.com/new-sports-clothing-technology/) Aesthetic appeal is a big marketed part of Athletic wear. It has been shown that more people are going to buy products that have better fashion. This notion of enclothed cognition where the better-looking clothes helps create a better performance. ( <https://www.realmenrealstyle.com/athletic-clothing-affects-performance/>) Then there are companies like Icebreaker that use technology to show alternative athletic clothing, using only natural fibers. (<http://www.icebreaker.com/en/our-story/merino-made-different.html>)

Vacuum clears quality is all about efficiency and features. The quality hallmark in vacuum cleaners is Dyson. In 2002, Dyson introduced the “Dual Cyclone” vacuum into the market. It was 4 times the price of a conventional vacuum cleaner and mostly made of plastic, which made it lighter than most vacuums at the time. The bagless vacuum gave it more suction power than a conventional and the lighter weight gave it more maneuverability. (https://www.newyorker.com/magazine/2010/09/20/how-to-make-it) Today most of the top quality upright vacuum cleaners use the same technology as the Dyson. (<http://www.bestproducts.com/appliances/small/g297/cheap-yet-quality-vacuum-cleaners/>) Some of the features that separates the quality of vacuums are the suction power, maneuverability, how easy it is to remove dust and debris from the vacuum, power cord length and management, and attachments. (<http://www.warnersstellian.com/vacuum-cleaner-buying-guide/>) The same goes for robotic vacuum cleaners. The separation of quality depends on the technology involved. Higher quality robots have better room mapping technology and better suction power and larger compartments for dust and debris storage that can be cleaned out less. (<http://www.bestproducts.com/appliances/small/g2404/best-robot-vacuum-cleaners/?slide=1>)

Pet Food quality is determined almost the same way that the quality of the food that human consumed. Four companies, P&G, Nestlé, Mars and Colgate-Palmolive – which, between them, are thought to account for more than 80% of the world's pet-food market. (https://www.theguardian.com/environment/2009/nov/13/ethical-living-carbon-emissions) Unlike “livestock feed is designed to rapidly fatten-up the animal and is only concerned with short term health; only keeping the animal healthy until slaughter. Pet food – to the contrary – is used (in hopes) to sustain a pet for many years. (<http://truthaboutpetfood.com/is-it-feed-or-food/>) Quality pet food is marketed as nutritious, the largest pet food manufacture Purina the first tagline on the website “Quality Nutrition for a Healthy Life.” (<https://www.purina.com/>) Pet Food manufactures have really been advertising more quality and nutrition food since in 2007, what was considered the Great Pet Food Recall. In 2007 contaminated products from china ended up in Pet Food and killed an estimated 8000 pets. (<http://www.huffingtonpost.com/entry/pet-food-safety_us_55b67875e4b0a13f9d1976e7>) A determinate of quality is how much animal byproducts is used in the food. The more quality the food is, the less animal byproducts, and the more human grade food is added in. However, some see this being unstainable, as it reduces the amount of human grade food for human consumption and creates more waste of animal byproducts. (<https://www.theguardian.com/environment/2009/nov/13/ethical-living-carbon-emissions>)

College education quality is based off value. By value added we mean what is improved about students' capabilities or knowledge as a consequence of their education at a particular college or university. Measuring value requires having assessments of students' development or attainments as they begin college, and assessments of those same students after they have had the full benefit of their education at the college.( <https://www.aacu.org/publications-research/periodicals/assessing-quality-higher-education>) One of the major factors quality education is student selectivity. The more capable skilled students are, the higher level of work the students can achieve. Schools who have little selectivity requirements, sometimes suffer in terms of quality. A “wide range of ability levels in a single class made it very difficult to teach, pulling down those students who were able to do the work.”( <http://www.huffingtonpost.com/davidhalperin/edmc-professors-and-stude_b_1909449.html>) How much an “institution spends, per student, on instruction. Colleges which charge more in tuition or which have larger endowments (or both) rank higher because of these measures.” Those University that constantly rank high in education quality have very large endowments.( <https://www.aacu.org/publications-research/periodicals/assessing-quality-higher-education>) For example Harvard has the largest endowment at $37.6 billion and Princeton has the largest per-student endowment at $2.8 million per student. Both are ranked #1 and #2 at value schools. (https://www.usnews.com/best-colleges/rankings/national-universities/best-value)