



YOU ARE WHERE YOU ARE SOLD

The Symbolic Meaning Transfer Process from a Retailer Brand
to a Manufacturer Brand based on the Austrian Cosmetic
Market.

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Abstract

A brand is created from both, marketers and consumers. Whereas marketers try to control their brands with marketing activities, consumers are the ones who give meaning to brands by interpreting every situation they get in touch with those brands. Therefore, brand meaning resides in the mind of the consumers. One decision every brand manager must make is how to distribute the brand's products and therefore retailers must be chosen. Identifying an appropriate retailer can be a winning strategy to penetrate a chosen market. Retailers can further be defined as brands and as a result their meanings are also in the minds of the consumers. The aim of this thesis was to explore if the symbolic meanings identified with the retailer brands are transferred to its manufacturer brands. Moreover, the sources of these meanings were strived to be determined.

The theoretical foundation for this thesis was based on three areas of theory: the consumer, the manufacturer brand and the retailer brand. It was a necessity to understand each of these three variables in order to then subsequently research their interdependent relationship.

Methods of analysis included qualitative and quantitative research. The studies were based on the Austrian cosmetic market with four manufacturer brands, namely Vichy, La Roche-Posay, Biotherm and Lancôme, and two retailer brands, precisely the pharmacy and perfumery. First qualitative research (i.e. in-depth interviews and focus groups) was conducted in order to collect the most important meanings (and their sources) consumers attribute towards the brands. Second a quantitative study (i.e. online questionnaire) was done to test the results of the qualitative research and to further explore the magnitude of the meaning transfer processes between the brands.

Findings implied that meaning is transferred from retailer brands to manufacturer brands. However, the magnitude of this transfer depends on the meanings manufacturer brands additionally symbolize independently from the retailer brand. Whereas similar meanings might reinforce each other, contradicting meanings might lead to consumer confusion. As a result, it is decisive for every brand manager to ensure that all consumer-brand touch-points, which can be controlled by the company, offer consistent manufacturer brand meanings.

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1. Introduction

You are where you are sold.

A brand is created from both, marketers and consumers. Whereas marketers try to control their brands with marketing activities, consumers are the ones who give meaning to brands by interpreting every situation they get in touch with those brands. The marketer regards a brand as a promise. The consumer considers a brand as an assortment of perceptions, associations and meanings. Therefore, brand meaning is in the mind of the consumers. The marketer cannot control this meaning, but can try to influence it by managing the brand (Gensler et al., 2013 / Batey, 2008). One decision every brand manager must make is how to distribute the brand's products and therefore retailers, which should match the marketer's goals, must be chosen. Identifying appropriate retailers can be a winning strategy to penetrate a chosen market and ensure a consistent brand appearance (Cohen & Jones, 1978). Retailers can also be defined as brands and therefore their meanings reside in the minds of the consumers. Retailer brand meaning is reinterpreted continuously based on experiences the consumers have with the retailer brand (Ailawadi & Keller, 2004). Previous research (such as Pettijohn & Mellot & Pettijohn, 1992) has already tried to explain the relationship between manufacturer brands and retailer brands. However what has not been sufficiently studied yet is how the meaning of a retailer brand might influence the meaning of a manufacturer brand sold there. Thus, the purpose of this thesis is to start filling out this theoretical gap.

The author of this thesis came up with the topic during her two internships at a well-known, multinational cosmetic company. Her first internship was for a cosmetic brand sold in pharmacies and her second was for a cosmetic brand sold in perfumeries. Although these two brands sell very similar products, they are positioned very differently. In daily business, the author of this thesis quickly realized that there are enormous differences, for instance when it comes to marketing communication, between the marketing activities of a "pharmacy-brand" compared to the ones of a "perfumery-brand". Therefore, the retailer plays an important role when managing a brand. However, as previously mentioned, the meanings of a brand relies in the mind of the consumers and therefore the author of this thesis thought further about the effects a retailer has on the meaning consumers attribute to brands. Do consumers perceive manufacturer brands differently depending on the retailer

type? Moreover, when switching the retailer, would this actually change or even destroy the brands and their meanings?

Based on personal experiences in brand management in the Austrian cosmetic industry, the research field of this thesis is limited to the Austrian cosmetic market, thereby focusing on four cosmetic manufacturer brands and two retailer brands.

1.1. The Austrian Beauty and Personal Care Market

Based on a report issued from Euromintor International in May 2014, the Austrian beauty and personal care industry (which includes products, among others, such as skin care, face care, make up and sun cream) is a promising market as it generated robust growth in 2013, although Austria's economy was characterized by stagnation. These products are essential components of the lifestyle of modern Austrian consumers and therefore the consumers are less price-sensitive concerning beauty and personal care products. Moreover, Austrian consumers can be described as rather brand loyal and having strong trust towards the leading, multinational beauty and personal care manufacturers, such as L'Oréal, Procter & Gamble, Beiersdorf and Henkel. Therefore, this market is dominated by a few leading, multinational companies which can be illustrated by the fact that the ten leading players together had a value share of 60% in 2013. The competitive positioning of these companies is built on several factors such as high research and development investments, innovations, regular new product launches and high advertising as well as promotion activities.

As Austria is a rather egalitarian society, which supports individualism, purchasing decisions are highly affected by consumers' individuality and personalities. As a consequence, popular brands are consumed in order to express oneself rather than following trends. However, some of the most prominent trends, which can be observed at the moment, are the rising preferences towards natural and eco-friendly as well as health and wellness products. Moreover, the previously mentioned lifestyle aspect is a dominant consumer request in all beauty and personal care categories. For instance, one considerable motivational driver for the modern, female consumer to purchase make-up products is her desire to be glamorous and fashionable at all times. Therefore, the leading manufacturer brands in this market have to create an image of lifestyle, high quality and exclusivity for their premium brands in order stay competitive and successful (Euromonitor, 2014).

Another interesting trend in this market has been observed by "Kosmetik Transparent": Although the cosmetic market grew by roughly 2,5 % in 2013 compared to 2012, the total

volume of the market decreases. This can be explained by the fact that Austrian consumers are purchasing more expensive, but fewer in total, cosmetic products (Kosmetik Transparent, 2013).

The majority of beauty and personal care products are sold through health and beauty specialist retailers, which include beauty specialist retailers (such as perfumeries), chemists/pharmacies and parapharmacies/drugstores. The leading manufacturer brands distribute their products through this channel in pursuance of generating exclusivity, credibility and a premium image. Austria's leading beauty specialist retailer is the perfumery chain Marionnaud, which has more than 100 outlets in Austria. These stores are specialized in premium brands and target consumers who are searching for individualised, high-end products (Euromonitor, 2014).

This thesis will focus on two different types of health and beauty specialist retailers: the beauty specialist retailer (namely the perfumery) and the pharmacy. When it comes to perfumeries, based on the author's personal experience in this industry, there are three main players namely Marionnaud, Douglas and Müller. Moreover, there are other smaller chains as well as individual perfumeries. However this industry is highly dominated by the three retailer chains.

In contrast, there are no Austrian pharmacy chains as they are all managed by independent persons or companies. By the end of 2013, there were 1.317 pharmacies in Austria (Österreichische Apothekerkammer, 2014).

1.2. The Cosmetic Brands under Study

As the beauty and personal care market is rather large and includes various different product categories, in this thesis focus is put on cosmetic products, which are defined in this thesis as skin care, face care as well as decorative cosmetic (namely make-up) products. The four brands under study are:

- Vichy
- La Roche-Posay
- Lancôme
- Biotherm

The first two brands are exclusively sold in pharmacies, whereas the last two are exclusively sold in perfumeries. They all belong to the L'Oréal S.A., which is one of the largest cosmetic companies in the world (Marketline, 2014) and second biggest player in the Austrian beauty and personal care market (Euromonitor, 2014). The author of this thesis has decided to research four brands of the same multinational company in order to show how differently brands can be positioned and managed as well as how different the effects of a retailer might be although they belong to the same company. In the following section, a short overview of the brands is given based on the information available at the company's homepage (<http://www.loreal.com>):

Vichy is a health and beauty brand sold in pharmacies. It was founded in 1931 by a physician and since then the brand has strived to provide consumers with products to enhance their own skin's health and beauty. All products contain the famous thermal water from Vichy and are helping every woman, independent of the skin type, to achieve one's ideal beauty. The most popular product line is Liftactiv, which is an anti-wrinkle skincare line. The product assortment contains skin care, face care and make-up products.

La Roche-Posay develops skin care products with dermatologists especially targeting consumers with sensitive skin. The brand was created more than 40 years ago and all products contain the thermal water from La Roche-Posay, which has a unique concentration of selenium. It is the brand's mission to enhance the life quality of people with sensitive skin and thereby excluding any potentially irritating ingredients. La Roche-Posay is therefore highly recommended by dermatologists. The brand's product range covers skin care, face care and make-up products.

Lancôme stands for French elegance, ultra-femininity, joie-de-vivre, happiness and beauty. The brand's mission is to make women happier by using Lancôme products. Since the brand was founded in 1935, Lancôme is about positive beauty and has always been represented by testimonials, who are charismatic, successful and have a great heart. Among others, Julia Roberts, Kate Winslet and Penelope Cruise represent the typical Lancôme women: Beautiful women who love life and are full of energy and talent. Moreover, Lancôme is known for being a pioneer in the cosmetic industry, thereby developing regularly new, innovative products. Its product range includes skin care, face care, make-up and perfumes.

Biotherm represents 60 years of aquatic skin care inspired from the depths of living water. The brand's DNA is the water, which is the origin of life and contains millions of microorganisms and plankton, which have a remarkable ability to regenerate, repair and protect human's skin. Biotherm is a pioneer brand in skincare as it discovered the healing benefit of Life Plankton™ in 1952. Since then it has been developing products with pleasurable textures for a healthy as well as sustainable beauty. The brands product range covers skin care, face care and body sprays.

1.3. Outline of the Thesis

In the following chapter the theory underlying this thesis will be introduced in order to present the theoretical foundation of this thesis and provide the reader with an overall introduction to the problem statement. The later will then be described in more detail by introducing the fundamental research questions for this thesis, which will guide the subsequent research. A chapter about methodology including the limitations of the thesis' research will then describe which methods have been used in order to answer the research questions. What follows then is a representation of the main findings from both researches, qualitative as well as quantitative. First, the findings of the qualitative research will be discussed, which will prelude the quantitative research. The findings based on the conducted online questionnaire will then be presented before a final summary of all findings will be given. In this part of the thesis the author of this thesis will strive to answer every research question based on all research conducted. After discussing the main outcomes of the research, a conclusion will be drawn and suggestions for future researches in this field will be provided.

2. Theory

In the following chapter, a literature review consisting of the relevant theories and concepts for this thesis is provided. The purpose is to give an overview of the current knowledge in the area of research and to introduce the underlying as well as constituting ideas of the research questions. This chapter first tries to discuss the concepts of cognition, meaning, symbols and symbolic meaning. Culture is then described as the foundation of symbolic meaning. This thesis and its research as well as the research questions are based on three important variables: the consumer, the manufacturer brand and the retailer brand.

These three are subsequently discussed individually, as well as their relation to each other in order to understand their role in the research questions. Finally, a conclusion on the discussed theory is drawn in order to introduce this thesis' research.

2.1. Cognitive Sociology and Mental Models

In order to fully understand how consumers give meanings to brands, it is decisive to know how the human's mind works. In the past, cognitive individualism and cognitive universalism were the primary theories about the human mind. Whereas the first argues for the individual thinker whose thoughts are solely based on one's individual experiences, the second focuses on the universal patterns in the way humans think, process information and use mental models. Both views of thinking however neglect the social dimension of cognition (Zerubavel, 1997).

This thesis is based on the concept of cognitive sociology as it compromises the sociology of thinking. This view argues that humans think similarly as well as differently due to their membership to several social environments. Some components of our cognition are either purely personal or universal, however most others are social. As social beings (e.g. as Austrian, vegetarian) individuals share "social mindscapes" (= social, mental models) within particular "thought communities" (e.g. nations, generations). Such communities share an inter-subjective, social world and are the foundations of much of an individual's thinking. It is important to stress out that cognitive diversity exists, as humans are members of different thought communities. For instance, culture is a major source of cognition and even within one culture, cognitive subcultures and thus considerable diversity might exist. Zerubavel (1997) further argues that experiences are filtered through different interpretive frameworks provided by our social environments. Thus, what an individual observes is always influenced by the particular "lenses" through which the world is perceived. Most of these lenses are socio-mental and as an individual is a member of several different social communities, there are several mental lenses through which one can perceive incoming stimuli (Zerubavel, 1997).

This idea of cognitive sociology is very important in regard to this thesis as it clearly explains why consumers might have similar as well as different meanings towards a brand. It is decisive to understand that consumers might look through different "social lenses" when perceiving a brand.

Mental models “*serve as conceptual filters and organizers that enable people to categorize and make sense of what otherwise would be a chaotic mass of stimuli*” (Ringberg & Reihlen, 2008: 179). These models can be further described as mediating devices that help individuals to understand themselves and the surrounding world. There are two different types of mental models, which co-exist within a person’s mind. Firstly, there are cultural models which are interpretive templates shared by a group, sub-culture or social environment. The author of this thesis argues that they are similar to the social lenses identified by Zerubavel (1997). Secondly, also private models can be identified. These are the consequences of an individual’s unique life experiences and are therefore tacit to the individuals and not easily understood by others. These mental models are applied in either categorical / automated or reflective / creative manner. When humans use mental models in an automatic fashion, they integrate incoming stimuli into existing schemas. However, individuals might also think reflectively when new elements don’t fit with existing interpretive frameworks, but are too important to neglect. This situation normally leads to the creative construction of new mental models in order to adjust to the new stimuli and to be able to make sense of it (Ringberg & Reihlen, 2008 / Piaget, 1977).

The concept of mental models is fundamental to this thesis because firstly it explains how a consumer’s perception of brands is based on a person’s mental models. Secondly the further aim of this thesis is to find out whether the retailer brand actually functions as a mental model, thus conceptual filter, through which the consumers perceive the manufacturer brands sold there.

2.2. Theory on Symbolic Meaning

In this chapter the concepts of meaning, symbols and symbolic meanings are discussed as they are the founding ideas of this thesis.

2.2.1. Meanings

Meanings which an individual attributes to an object are the collections of tangible, objective attributes deriving from the object itself and subjective, intangible properties connected in the individual’s mind with the object. In this regard the context, such as the

culture one belongs to, plays a decisive role as it affects the meanings ascribed to the objects. Meanings can therefore be understood as mental constructs within the mind of humans and consequently they are not properties of the things. The intangible properties can be shared by members of social communities. However, they might also be idiosyncratic. This leads to the conclusion that various individuals can give several different meanings to the same things (Batey, 2008 / Schutz, 1953).

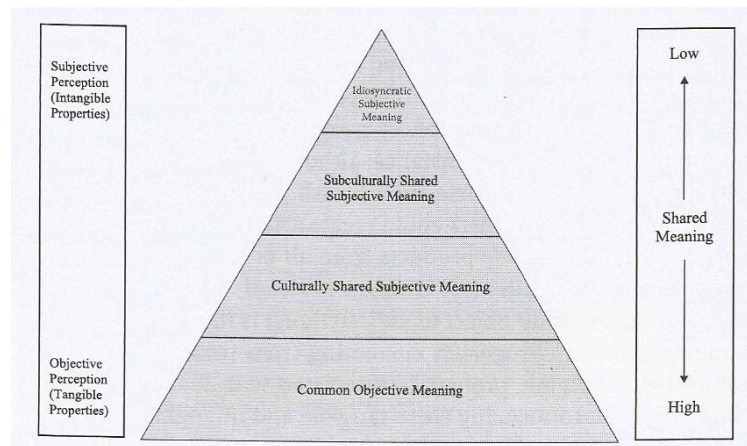


Figure 1: Brand Meaning Pyramid (Batey, 2008: 88)

Batey (2008) illustrates the layers of meaning by using a pyramid. As Figure 1 illustrates, depending on the situation and object, meanings of things can range from objective, highly shared (= bottom of the pyramid) to subjective, rarely shared (= top of the pyramid) meanings. The first category, at the bottom of the pyramid, is the common objective meaning, which are direct sensory impressions (for instance size, sound and shape). The next category, culturally shared subjective meaning, are the thoughts and images, which most members of a culture have in common. Sub-culturally shared subjective meaning is more subjective and therefore can be described as the thoughts and images that are shared by fewer people, mostly within a subculture. The idiosyncratic subjective meaning at the top of the pyramid, are the subjective meanings that are highly personal, unique and differ between persons (Batey, 2008).

The objective of the research for this thesis is to define the different meanings consumers have towards the chosen manufacturer brands and retailer brands. It is therefore important to recognize that different categories of meanings might exist.

2.2.2. Symbols

According to Levy (1959) a symbol is an object that not only represents itself, but additionally stands for some other ideas and feelings. Batey (2008) further argues that symbols are often defined as signs that are a representation of something else (= the symbolized). Particularly, tangible objects are often associated with something invisible. There are two different kinds of symbols, namely conventional and nonconventional symbols. Conventional symbols, for instance mathematical symbols, are those whose meaning has to be learned through a socialization process. Nonconventional symbols on the other hand, such as those found in dreams or literature, on the other hand must be interpreted and construed. Moreover, the context in which a symbol is comprehended highly influences its meaning. Thus, a symbol might have different meanings depending on the cultural framework through which it is defined (Batey, 2008). For instance, the colour “red” symbolizes “love” in some cultures, whereas in others “hate” or “evil”.

2.2.3. Symbolic Meaning

Symbolic meanings are intangible and evolve through the socialization process when humans learn to understand and share meanings of some symbols or objects. Moreover, they help individuals to express their self-identities and can carry cultural meanings, such as age and group identities (Wee & Ming, 2002).

In this thesis, symbolic meaning is defined as the collection of attributes of, for instance, an object or a concept that stands for something else. It is thus assumed that the brand Lancôme represents not just the mere products, but further a certain lifestyle of beauty and fashion.

2.3. Culture as the Foundation of Symbolic Meaning

Understanding culture is a necessary foundation for this thesis, as it is one of the sources of meanings individuals attribute to brands. Therefore, brand meaning can solely be understood in relation to culture and cultural meaning (McCracken, 1986).

Hofstede (2005) describes culture as a mental program and the software of the mind, which shapes the way individuals think, feel and act. It is a collective phenomenon used in common by a variety of people within a given social environment. Therefore, culture is *“the collective programming of the mind which distinguishes the members of one group or*

category of people from another” (Hofstede, 2005: 4). However, these mental programs are only one factor influencing a person’s behaviour and thus individuals are able to act differently, uniquely as well as unexpectedly. Linton (1945) also indicates that individuals belong to cultures, but still have their own needs, independent feelings and thoughts. Although being part of a society, individuals remain distinct to a considerable degree distinct (Linton, 1945). Moreover, culture is not inherited, but learned and therefore distinguishes itself from human nature and an individual’s personality (Hofstede, 2005).

Cultural meaning is provided by the culturally constituted world which is transferred to consumer goods and then subsequently to the individual consumers in order to create and support their own identities. Thus, the culturally constituted world is the first location of meaning and can be explained as *“the world of everyday experience in which the phenomenal world presents itself to the individual's senses fully shaped and constituted by the beliefs and assumptions of his/her culture”* (McCracken, 1986: 72). Culture composes this world in two ways: It functions as a “lens” and a “blueprint”. Firstly, individuals interpret the world and phenomena through the glasses they are looking through which are shaped by the culture they belong to. Secondly, culture as a blueprint specifies how the world is formed through the individuals’ behaviours. Therefore, culture makes sense out of the world by providing it with meaning. This process can be described by two concepts: cultural categories (which are the fundamental segmentations in a culture, such as categories of time or space) and cultural principles (which are the underlying values, beliefs and orienting ideas that organize this segmentation). Objects, such as consumer products and brands, make these invisible meanings observable (McCracken, 1986). For instance, the packaging of a perfume from Lancôme might look elegant and luxurious and makes therefore creates the meaning of “being special” visible.

DiMaggio (1997) further argues that culture is a schematic construct, which is used by individuals to perceive and organize information. Moreover, culture is further fragmented, supra-individual, inconsistent and leaves much space for variation and choice.

In line with the previous concepts of culture, in this thesis culture is defined as one of the sources of meaning and the mental schemata through which consumers perceive information. Furthermore, it is important to stress out that differences between members of the same culture might exist.

2.4. The Consumer

The list of theories and models trying to understand consumer behaviour is endless. However, in a general and rather broad way, it can be argued that there are basically two different schools of thoughts. The first one is rational and argues for an economic man who tries to maximize utility. This implies a consumer who normally buys products based on objective criteria such as price. However, the second prominent thought of school, namely the postmodern consumer theory, argues for hedonic and emotional consumption motives. Consumers therefore base their consumption decisions on criteria of personal, subjective, intangible nature, such as taste or desire for self-expression. These two perspectives should not be seen as interchangeable, but rather complementary as consumption decisions are believed to be based on both functional and symbolic needs (Bhat & Reddy, 1998 / Schiffmann & Kanuk, 1994).

2.4.1. Hierarchy of Needs

Abraham Maslow's hierarchy of needs (1943) pyramid implies that individuals have different levels of needs and only when one hierarchical, lower level is satisfied, the next, higher needs are relevant. The identified needs are as followed (arranged from lowest to highest):

1. Physiological needs (food, water, air)
2. Safety and security needs (personal security, protection, health)
3. Social needs (friendship, family, intimacy)
4. Self esteem (self-respect, status)
5. Self-actualization (self-fulfilment)

Following this concept, one can argue that in affluent societies, the consumers' basic, fundamental needs are mostly fulfilled. Therefore, there is a tendency of placing more importance on the sociocultural meanings of goods in order to fulfil the higher needs such as self-esteem or self-fulfilment (Batey, 2008).

2.4.2. Symbolic / Conceptual Consumption

Consumption and the need for self-identity creation are interrelated processes and therefore it is decisive to know the concept of self and the role the symbolic meaning of goods play in this process. One's self-identity is neither given nor fixed and therefore individuals have to actively construct their identities in a given socio-cultural framework. According to

Batey (2008) one's self-identity is a composition of three parts: The self one believes one is, the ideal self one would like to be and the self one thinks others (for instance peer group or reference group) interpret one to be. Moreover, individuals play different roles in various social settings and every role might request different values and norms. Therefore, individuals often want to change and adopt their self-concepts to the roles they have. This process of adaptation can be facilitated through the consumption of certain products and brands. Thus, one way to create, maintain, and change a self-identity is through possessing available symbolic objects such as consumer products (for instance clothing). In this regard, brands and their symbolic meaning play an important role. Consumers buy certain brands in order to support their actual identity or create their ideal selves. Moreover, symbolic consumption supports a consumer to define one self (self symbolism) and categorize one self in society (social symbolism). Self-symbolism is about creating a self-identity partly with the help of personal meanings derived from products. Social symbolism on the other side focuses on building a shared, social identity based on the publicly shared meaning of products and brands. Brands thus function as signifiers, which signify a certain symbolic meaning, which is then transferred to the consumer (Batey, 2008 / Elliott & Wattanasuwan, 1998 / McCracken, 1986).

Levy (1959) further argues that selling products means selling symbols. His idea of the consumer is that of an "uneconomic man". Moreover, "*people buy things not only for what they can do, but also for what they mean*" (Levy, 1959: 118). Therefore, consumption decisions are based on whether an object harmonizes with a consumer's feelings and self-definitions. Symbols and consequently products are additionally used to categorize oneself in society and to distinguish between people on such dimensions as gender, age and status (Levy, 1959).

Belk (1988) even claims that a person is defined by the possessions one has. These acquired objects are representations of a consumer's past, present and perhaps also future directions. Therefore, individuals use objects to create and support their own identities, thereby "extending" themselves. This extension can either be symbolical, for instance by wearing a uniform, or functional such as using a tool and therefore being capable of doing things that would have otherwise not been possible. It is important to stress out that possessions are only one source constituting one's identity. The self is additionally

extended by components such as, among others, family, pets, friends, places and body parts (Belk, 1988).

In the paper, “Conceptual Consumption”, Ariely and Norton (2009) investigate the psychology behind consumer behaviour. They argue that consuming concepts is the dominating motivation for consumption. Similar to Levy (1959), the main argument of this paper is that psychological consumption is always implied even in the most basic physical consumptions, therefore there has been a move “*from consuming food to consuming concepts*” (Ariely & Norton, 2009: 475). As basic needs are fulfilled more quickly, mainly due to technological advances, humans spend this additional time on consuming ideas and information. In line with Belk (1988), buying products helps individuals to express one’s beliefs, attitudes and identities.

Further, Ariely and Norton (2009) explore the interactions between physical and conceptual consumption. They identify four classes of conceptual consumption: expectancies, goals, fluency and regulatory fit. Further, it is then argued that people sometimes engage in physical consumption that is not maximizing utility, but offers a favourable concept. For instance, individuals have the tendency to seek variety often due to social pressure. Thus, consumers might decide on products that are sub-optimal. However for them they represent the concept of being a variety seeking person. A similar example is donating. Charitable giving means forgoing spending the money on personal consumption, but however enables a person to buy the concept of being an altruistic and caring person. There are even situations in which consumers not just settle with a sub-optimal solution, but further engage in a negative physical consumption in order to consume a positive concept. This is, for instance, the case when individuals decide to go on adventures, although having only negative emotions towards it, only because they want to consume some concepts, such as being “brave” or fitting in a group (Ariely & Norton, 2009).

The idea of symbolic and conceptual consumption very well describes the thesis’ understanding of the symbolic meaning of a brand. It is assumed that consumers don’t buy certain cosmetic products only due to their quality, but further because of the concepts and symbolic meaning these brands and products signify for them, which individuals want to consume. It is further expected that this also applies to pharmacies and retailers.

2.5. The Manufacturer Brand

According to the American Market Association a brand is „*a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition*“ (Keller, 2008: 2). Furthermore, a manufacturer brand is a brand created by a producer of goods and is supported by an integrated marketing approach consisting of pricing, distribution and communication (De Pelsmacker & Geuens & Van den Bergh, 2010).

In line with these definitions a brand helps a consumer to distinguish between products of various producers. However, brands are additionally carriers of meanings, feelings, images and reputation. They go beyond representing the mere product, but further add either rational (connected to product performance) or symbolic, emotional dimensions, thus meaning what the brand stands for (Keller, 2008). It is the brand that helps a producer to position and differentiate himself from competitors (Wee & Ming, 2002).

2.5.1. Sources of Brand Meaning

The conventional view of brand management argues that a brand is a controllable asset that is constructed by a company. Marketing activities thus help to build these brands with favourable attributes and benefits. This leads to the outcome that consumers hold the same meaning towards brands. However, it can be discussed whether this brand management control is an illusion. Consumer culture theorists argue that brands are less controllable and their meanings are interpreted individually by consumers. Brand meaning is in the mind of the consumers. It is not just the company which can influence the perception a consumer has of a brand, but further all stakeholders and each touch points are authors of brand meaning. Therefore, companies are losing control over their brands and consumers are gaining more power due to the rising importance of social media platforms where consumers can easily share their opinions about brands. Consumers are therefore become important co-creators of brands (Gensler et al., 2013).

Allen, Fournier & Miller (2008) also argue that a power shift to the consumers can be noticed which is supported by technological advances. Further, brand meaning is dynamic and co-created by numerous sources. A brand is not company-owned, but exists in the

mind of the consumers (Ries & Trout, 2001). Therefore, it is not implicit in a product and also not completely shared across consumers (Allen & Fournier & Miller, 2008).

This thesis aims to identify the sources of manufacturer brand meaning as well as retailer brand meaning, thereby not only focusing on the consumer-brand touch-points that can be controlled by the company, but moreover trying to investigate the additional and dynamic sources which cannot be managed by companies.

2.5.2. Brand Equity

Brands are important assets for companies and therefore it is in the interest of any brand manager to measure a brand's value. This can be done with the concept named brand equity, which assesses what a brand is worth. There are two types of brand equity: financial brand equity (financial value of a brand) and customer based brand equity (value of a brand from the perspective of the consumer). The latter can be described as the *“differential effect that brand knowledge has on consumer response to the marketing of that brand”* (Keller, 2008: 48). A positive customer based brand equity means that consumers respond more favourably to a product and its marketing activities of an identified brand compared to an unknown brand. This equity then results in, among others, increased brand loyalty and decreased vulnerability to competitive actions (Keller, 2008 / De Pelsmacker & Geuens & Van den Bergh, 2010).

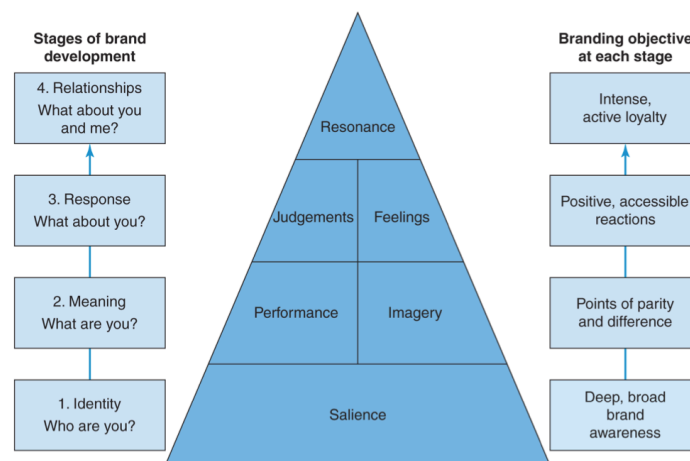


Figure 2: The Customer-Based Brand Equity model (Keller, 2008: 60)

Keller (2008) created a brand pyramid model called the Customer-Based Brand Equity model (CBBE model), which argues that significant brand equity is build based on a

sequence of steps (Figure 2). Similar to a ladder, only when one stage is fulfilled, the one above is relevant. According to this model, brand equity is built on the following stages: brand identity, meaning, response and relationship. Each of these steps consists of brand building blocks, which guide the brand equity building process. First, it is decisive that brands are identified by customers and associated with the appropriate product categories as well as consumer needs (Salience). Then, brand meaning has to be created based on tangible and intangible associations (Performance and Imagery). Third, favourable brand response must be elicited based on judgments and feelings. The last step in creating strong customer based brand equity is establishing an active, intense and loyal relationship with customers (Resonance) (Keller, 2008).

This thesis concentrates on the second stage of the CBBE model, namely brand meaning. Before discussing this step in detail, it is important to point out that as previously discussed, the company is only one of many co-creators of brand meaning (Allen & Fournier & Miller, 2008).

2.5.3. Brand Meaning

According to Keller's CBBE model (2008), brand meaning is based on (rational) brand performance and (emotional) brand imagery. Brand performance defines to what degree a product satisfies consumer's utilitarian, aesthetic and economic needs. The attributes and benefits a product offers (for instance ecological ingredients of a day cream, soft skin after applying a cream), its reliability and durability are all important factors for meeting the utilitarian needs. The style, look, shape, colours of a brand and its products is further decisive to create a distinctive brand in order to satisfy a consumer's aesthetic needs and wants. Last, but not least, a pricing policy of a brand might help a consumer to assess a brand's value for money and consequently its performance.

Brand imagery on the other, emotional side describes how consumers perceive a brand rather than what it can actually do. This concept is about the intangible aspects of a brand and describes how a brand tries to meet customer's psychological or social needs. These associations can be developed based on, among others, experiences with the brand, advertising or word of mouth. Keller (2008) identified four main sources of brand imagery:

1. User profiles

These associations describe the type of persons who are actual or idealized users of a brand. These users can be classified according to demographic (such as gender, age and income) as well as psychographic factors (such as attitudes toward life, possessions and social issues).

2. Purchase and usage situations

The second intangible aspects of a brand define when a brand should be purchased and used. This can refer to special distribution channels, time of the day or location.

3. Personality and values

According to Aaker (1997) brands can have a personality, which can be measured through a brand personality scale consisting of the following dimensions: sincerity (honest, down-to-earth), excitement (daring, imaginative and up-to-date), competence (reliable, intelligent, successful), sophistication (upper class) and ruggedness (outdoorsy, tough). Brand personality is normally formed through consumer experiences at each touch-point with the brand and marketing activities such as advertising. Consumers tend to buy and use brands that support their actual or ideal self (Sirgy, 1982).

4. History, heritage, and experiences

These associations are related to experiences and events in the past that can be either individually or publicly. For instance, a brand can still be related in the mind of the consumers to a special celebrity endorser of the past.

A brand meaning can consist of various aspects of both the brand performance and imagery, but they have to be strong, favourable and unique in order to create brand equity (Keller, 2008 / De Pelsmacker & Geuens & Van den Bergh, 2010). Brand meaning is reinterpreted each time the consumer gets in contact with the brand. In summary, brand meaning is multidimensional and one can differentiate between the apparent, conscious facets of brands and the symbolic, mostly unconscious meanings (Batey, 2008).

2.5.4. Symbolic Brand Meaning

The concept of “Brand Imagery” identified by Keller (2008) is understood as another facet of symbolic brand meaning on which this thesis is focused. Similar to the by Ariely and Norton (2009) founded consumption concepts, also Keller (2008) focuses on the latent and sometimes unconscious meaning consumers attribute to brands. In line with these authors, this thesis is thus investigating the more subjective, less product-related, implicit and emotional (rather than rational) attributes of brands (manufacturer brands and retailers).

According to Levy (1959) brands possess symbolic meanings and thus stand for other ideas and concepts. Selling goods means selling symbols. Things people buy have personal and social meanings in addition to their functions (Levy, 1959). This symbolic meaning is intangible and evolves through the socialization process when humans learn to understand and share meanings of symbols or objects (Wee & Ming, 2002). However, individuals also attribute their own individual meanings to objects and consequently consumers might buy the same brand, but for different symbolic meanings. Thus, a product or brand might have various meanings, some might be public, therefore shared, and others idiosyncratic (Elliott & Wattanasuwan, 1998).

2.6. The Retailer Brand

A retailer brand is the sum of the retailer’s sales units branded with a common name and logo (Ailawadi & Keller, 2004). Generally, retailers carry manufacturer brands to gain consumer interest and patronage. Retailers thus influence their own image by offering well-known manufacturer brands (Martenson, 2007). However, competitors often also carry these brands and therefore, in order to be successful, retailers need to build their own brand meaning and retailer personality based on further components. A unique, different retailer brand will then foster customer choice, satisfaction and loyalty (Ailawadi & Keller, 2004). Therefore, the importance of the concept that a retailer is a brand has gained much attention and is believed to be one of the most critical trends in retailing (Grewal & Levy & Lehmann, 2004).

In this thesis the retailer is also defined as a brand with its product being the service of selling and the store being the place where consumers can directly experience the brand.

As a consequence the author of this thesis assumes that even retailers represent symbolic meaning.

2.6.1. Symbolic Meaning of a Retailer

A retailer might consist of several stores and different types of stores (brick-and-mortar stores, online shops, catalogues) with each unit having its own meaning in the mind of the consumers. Therefore, it might happen that the same retailer has different brand meanings for consumers due to their individual experiences with the different sales units. However, coherence and consistency is very important in order not to confuse consumers and therefore retailers should try to have a holistic and uniform brand appearance at every touch-point (Hartman & Spiro, 2004 / Burt & Sparks, 2002).

Based on the concept that also retailers are brands, the author of this thesis assumes that also the retailer brand exists in the mind of the consumers and is dynamic. Moreover, consumers are co-creators and not passive recipients of that meaning (Allen & Fournier & Miller, 2008).

The author of this thesis believes that the previously discussed theory of conceptual consumption by Ariely and Norton (2009) is further relevant in this context as the retailer can represent concepts that individuals want to consume. Moreover, it is further believed that the sources of brand imagery identified by Keller (2008) also apply to the retailer brand.

The research of thesis will then give answers whether retailer brand meaning is also based on various different sources. Moreover, another objective of the research is to find out whether the retailer brand also exists in the mind of the consumers and if consumers go to specific retailers because of their symbolic and conceptual meaning.

Some literature concerning the symbolic meaning of a retailer (store) is now discussed in order to present an overview of the available theories in this field. Previous literature (Martineau, 1958 / Verma, 2012) on the retailer as a brand and its symbolic meaning mainly focus on only one component of the whole brand: the retailer store. This is mainly the case due to the fact that the retailer store is the place where consumers experience the

brand and that it is further the product of the retailer (Burt & Sparks, 2002). Thus, concepts only concerning the retail store will be discussed in the following paragraphs, as these theories are decisive for understanding the retailer brand as such. However, they should not be considered exclusively when defining the symbolic meaning of a retailer brand.

2.6.2. Store Personality

Already more than 50 years ago, Martineau (1958) defined the concept of store personality. This author argues that store personality is *“the way in which the store is defined in the shopper’s mind, partly by its functional qualities and partly by an aura of psychological attributes”* (Martineau, 1958: 47). The focus should be put on the latter, thus the subjective, emotional components of the store personality (Mazursky & Jacoby, 1986). As it is argued that stores have a personality, the author of this thesis takes the thought further and assumes that retailer stores and the retailer as such are also brands with both functional and psychological functions.

D’Astous and Lévesque (2003) argued that store personality only comprehends mental dimensions that equal human traits and are similar to an individual’s personality (for instance: sophistication). In their study, they identified a store-personality scale to find out how customers see stores on psychological dimensions. The relevant dimensions in this regard are:

- Sophistication (elegant, stylish, high-class)
- Solidity (imposing, solid, thriving)
- Genuineness (honest, reliable, trustworthy)
- Enthusiasm (daring, dynamic, friendly, lively)
- Unpleasantness (annoying, conservative, outmoded)

2.6.3. Retailer Store Image

The following literature that is going to be discussed is about the retailer (store) image. In this thesis the term “image” is perceived to be a synonym for “meaning” as it describes the associations consumers have towards, for instance, a brand (Keller, 2008).

Sirgy and Samli (1985) defined the symbolic image of a store as the personality-image perceived by consumers. In contrast to the functional images that mostly refer to tangible

characteristics of a store, personality-images of a store may be personal traits such as traditional vs. modern or friendly vs. formal (Sirgy & Samli, 1985 / Martineau, 1958).

Store image can be defined as the way consumers perceive a store based on the evaluation of different attributes deemed important by consumers. Moreover, consumers have unique images of different retailers in their minds. For instance, it is assumed that a perfumery is associated with beauty, glamour and exclusivity. The fundamental interest in studying a retailer's image comes from its function as a predictor of consumer behaviour, store satisfaction as well as loyalty (Verma, 2012 / Bloemer & de Ruyter, 1997 / James & Durand & Dreves, 1976). According to Sirgy and Samli (1985), consumers are choosing stores whose images are congruent to their own actual or ideal self-concepts. For instance, a consumer who perceives herself as glamorous and fashionable might prefer a store, which enhances this image, such as a perfumery. Furthermore, certain images might be appropriate for some product types, however not for others. The author of this thesis argues that, for instance, medicine is only associated with pharmacies and not perfumeries, because the latter does not represent the image of being trustworthy, clinical and medical. Only when the store image is acceptable for the consumer, marketing actions such as price discounts are meaningful (Sirgy & Samli, 1985 / Martineau, 1958).

According to Oxenfeldt (1974 - 1975) a retailer store image is more than the accumulation of its characteristics. Consumers respond emotionally to the store's characteristics and therefore image is a composition of observable facts and emotions aroused by the store. Generally, consumers will form an opinion about a store and will feel in a specific way towards it. This emotional state is an image. In line with this argumentation it is further argued that store image is not just a representation of the characteristics of a store, but rather an interpretive picture that exceeds the sum of the parts (Oxenfeldt, 1974 - 1975).

2.6.4. Sources of Retailer Brand Meaning

According to Ailawadi and Keller (2004) retailer brands are often built on rich consumer experiences, so there are various ways in which their brand meaning is created. Similar to manufacturer brands, also retailer brands are built on continuing experiences the consumer has with the brand and redefined at each touch-point. For instance, experiences in the stores and advertising play a decisive role in this context (Burt & Sparks, 2002).

Previous researches (Kremer & Viot, 2012 / Bloemer & de Ruyter, 1997 / Ailawadi & Keller, 2004) have already identified several sources of a retailer's and its store's image. Ailawadi and Keller (2004) collected five sources of a retailer's image:

- Access

The location of a store and the efforts a consumer must take into account in order to shop there are important criteria when choosing a retail store.

- Store atmosphere

An enjoyable in-store atmosphere can increase a consumer's number of visits, time spent in the store and quantity of bought products. Moreover, an attractive store atmosphere can establish an exclusive store image and create differentiation.

Baker et al. (2002) divided store atmosphere into two categories: physical features (such as design and layout) and social features (such as other customers and employee friendliness). They further argued that the store atmosphere is likely to influence how a consumer perceives the economic and psychological costs of shopping.

- Price and promotion

Generally, when retailers grant frequent discounts on a considerable amount of products (in contrast to less frequent, steep discounts), the price image perceived by consumers is expected to be favourable.

- Cross-category assortment

The greater the breadth of the product assortment, the more often a retailer might be recalled. In this case, the convenience of stopping only at one shop is very attractive.

- Within-category assortment

A great depth of an assortment within a category will especially attract variety-seeking consumers (Ailawadi & Keller, 2004).

This list however is not complete and several authors have found additional dimensions such as quality and level of customer service (Collins-Dood & Lindley, 2003 / Gupta & Pirsch, 2008 / Lindquist, 1974 – 1975) and corporate social responsibility (Gupta & Pirsch, 2008).

However, the author of this thesis assumes that these theories are rather rigid and mainly concentrate only one of many brand meaning co-creators, namely the company and its

management and marketing activities. As previously discussed, the company however is only one of several brand meaning co-creators (Allen & Fournier & Miller, 2008) and therefore it is assumed that also the retailer brand is not a controllable asset, but is rather dynamic and existing in the mind of the consumers. Therefore, this thesis is going a step further by applying a more holistic approach and taking different co-creators into account.

2.7. The Relationship between a Manufacturer Brand and a Retailer Brand

Already in 1984 Jacoby and Mazursky investigated the relationship between images of retailers and manufacturers. Their aim was to research the effects when retailer and manufacturer (or brand) images become associated with each other by defining the images in terms of “favourableness” (Jacoby & Mazursky, 1984). Moreover, Pettijohn, Mellott and Pettijohn (1992) similarly researched the reciprocal relationship between a retailer image and a brand image. They found out that retailers’ images are affected by the brands sold there and the retailers influence brands’ images, however the degree and relationship is not always congruent. The research is based on the premise of the congruity theory by Heider (1946), which argues that humans desire consistency in their thoughts and in situations when congruity does not exist, the variables are adapted to gain congruity. This was tested in the field of clothing and shoes retailers and brands. Different outcomes were generated regarding the various products, brands and retailers (Pettijohn & Mellott & Pettijohn, 1992).

The author of this thesis argues both researches represent some foundation for future researches and indicate that there clearly is some relationship between the images of retailers and manufacturer brands. However, the studies are solely based on quantitative researches, which do not capture a full picture of the situation, as images and perceptions of brands and retailers are highly subjective as well as personal and therefore can not be captured by numbers (Saunders & Lewis & Thornhill, 2012). Further, both researches defined the images in terms of “favourability”, which the author of this thesis considers as a very limited approach as image can be described in terms of various different attributes. Therefore, this thesis applies a broader perspective and puts emphasis on several symbolic meanings of manufacturer brands and retailer brands (not just favourability) that will arise through qualitative research. Moreover, these researches further lack some important investigation of the factors building the images of retailers and brands, as these are the

decisive, constituting elements. A brand is built on several sources and thus the product assortment is only one part of the whole retailer brand. Only when understanding the various sources and their influence, the image creation process can be understood. This thesis aims to define the various meaning sources and their relative importance in the context of the research area.

2.8. Conclusion on the Theory

The objective of this chapter was to provide an overview of the ideas underlying the research questions and to further give a review on the previous literature in the research field. The author of this thesis was surprised by the fact that the relationship between the retailer brand and the manufacturer brand is still rarely researched, although the literature on branding is uncountable. By collecting prominent concepts of the three constituting variables (= the consumer, the retailer brand and the manufacturer brand), it is believed that the fundamental understanding for the research of this thesis is now given. The aim of this thesis' research is to explore the relationship of the manufacturer brand and the retailer brand from a broader perspective, by analysing the topic through the eyes of the consumer. Moreover, additional attention is put on the sources of meanings that will be identified as important by consumers.

2.9. Problem Statement

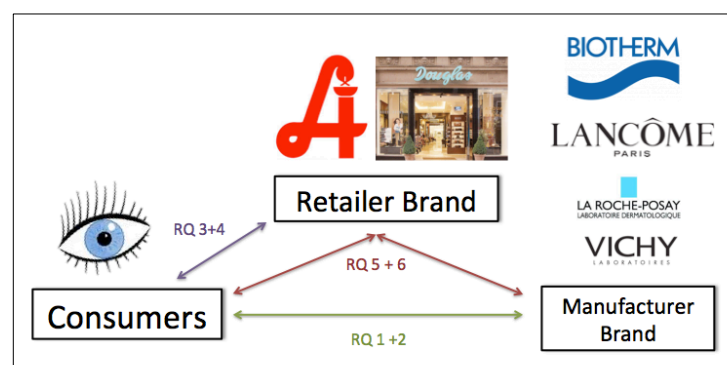


Figure 3: The Problem Statement

Figure 3 illustrates how the author of this thesis constructs the problem statement of this thesis. There are three interdependent variables: the consumer, the manufacturer brand and the retailer. The relationship between the retailer brand the manufacturer brand can only

take place through the eyes of the consumer. Thus, the consumer is the starting point for all relationships in this problem statement. The arrows in figure 3 indicate the relationships and their directions among the variables.

2.9.1. Consumer - Manufacturer Brand

The first relationship that is going to be researched is between the consumers and the manufacturer brands. The aim is to find out how consumers perceive and make sense of manufacturer brands. Moreover, it will hopefully be discovered which meanings and concepts they attribute to the manufacturer brands under study. Therefore the first research question is formulated the following:

RQ1: What are the consumer's symbolic meanings towards a manufacturer brand, precisely Vichy, La Roche-Posay, Lancôme and Biotherm?

The author of this thesis then argues that a meaning can only be fully understood if the origin of this meaning is identified. Only when analysing the meaning in context and understanding why consumers have certain perceptions of manufacturer brands, the problem statement can be fully comprehended. Therefore the second research question is:

RQ2: Which meaning sources influence the symbolic meaning of manufacturer brands?

One must notice that the arrow in figure 3 is directed in both ways. As discussed in the chapters before, the meaning is transferred from the consumers to the manufacturer brands and from the manufacturer brands to the consumers.

2.9.2. Consumer - Retailer Brand

The second relationship under study is between the consumers and the retailer brands. As argued in the chapters before, in this thesis also retailers are considered to be brands and therefore they also represent meaning. As previously discussed, based on the personal experience of the author of this thesis in the cosmetic industry and her personal interest in pharmacies and perfumeries as distributors of these products, focus will be put on these

two retailers. Similar to research question one and two it is further the aim of this thesis to explore the meanings and the sources of meaning in this regard. Therefore, the research question number three and four are formulated as the following:

RQ3: What are the consumer's symbolic meanings towards a retailer brand, precisely a pharmacy and a perfumery?

RQ4: Which meaning sources influence the symbolic meaning of retailer brands?

2.9.3. Consumer - Retailer Brand - Manufacturer Brand

The previous research questions are setting the frame for the final two research questions. The starting idea for this thesis was to find out whether a cosmetic brand would be perceived differently, when being sold through another retailer. Therefore, the author of this thesis strives to discover if and to what extent the meaning of a retailer brand is transferred to a manufacturer brand. Therefore, research question five is:

RQ5: What are the consumer's symbolic meanings, which have been identified with the retailer brand and have been transferred to the manufacturer brands?

As indicated before, the meaning and its transfer can only be understood in its complete context and also the sources of meaning have to be considered. Therefore, it is further decisive to know if the sources that constitute the retailer brand meaning additionally have an effect on the manufacturer brands that are sold there. Consequently the last research question is the following:

RQ6: Which of the previously identified meaning sources that influence the symbolic meaning of a retailer brand affect the symbolic meaning of a manufacturer brand?

The author of this thesis believes that the answers to all six research questions will provide a coherent and conclusive picture of the problem statement.

3. Methods

In this chapter, an explanation of the methods used for data collection and analysis is given. The aim is to first set the theoretical frame and explain what the author of this thesis perceives as acceptable knowledge and how this can be collected. Then, the three main data collection methods, focus groups, in-depth interviews and online questionnaires as well as their analysis are explained. At the end, the limitations of this research are discussed.

3.1. Research Philosophy

A chosen research philosophy can be understood as the way how a researcher interprets the world. Therefore, it can be considered as the glasses through which a researcher looks when analyzing a problem statement. Different philosophies consequently produce different results. The area of research philosophy can be divided in two parts: ontology and epistemology. Ontology explains how the nature of reality is seen and what the basic beliefs about how the world operates are. Whereas objectivism argues that entities are independent of social actors and that an objective reality exists, subjectivism on the other hand believes that reality is socially constructed and focuses on the meanings individuals assign to things. Epistemology describes the researcher's opinion on what composes acceptable knowledge. The two most prominent research philosophies are positivism and interpretivism. Positivism aims to collect law-like regularities by observing the reality. On the contrary, interpretivism believes that there is no observable, objective reality and that the world can only be understood by the eyes of the beholders (Barbour, 2014 / Saunders & Lewis & Thornhill, 2007).

This thesis is following the idea of subjectivism, as the author of this thesis believes that consumers have different feelings, opinions and meanings towards retailer brands and manufacturer brands and therefore these identities don't exist apart from the consumers, but are interpreted through their eyes. It is the aim of the research of this thesis to investigate the individuals' subjective perceptions of the brands.

Data that is going to be collected in this thesis follows the theory of interpretivism as it is believed that research participants will have their own view and it is the objective of the research to enter into the individuals' worlds to understand their feelings, attitudes and

behavior. In order to find out the consumers' perceptions and opinions, in-depth interviews and focus groups are conducted in this research. Then, the second part of the research, namely the quantitative research, tries to gather numerical data and will hopefully produce credible facts. Therefore, one can argue that even a positivistic view is applied in this thesis.

3.2. Research Approach

The research of this thesis is designed with a deductive approach, as first existing theory has been analysed and discussed. Based on a broad literature review, which was given in chapter 2, specific areas of interest were chosen and then subsequently the research questions developed. It is the aim of the research to find answers to these questions and further understand the relationship between the variables under study (Barbour, 2014 / Saunders & Lewis & Thornhill, 2007).

3.3. Research Design

The author of this thesis has decided to use multiple research methods by first starting with a qualitative research and then, based on the findings, conducting a quantitative research. The aim of the qualitative research is to generate insights about consumers' personal opinions, thoughts, beliefs and feelings. Hopefully applying an exploratory approach and asking "why" will provoke answers on motivation and attitudes. This method will create different, very subjective answers and themes. The aim is to understand, rather than to measure. However, generalizations and statistically provable findings cannot be found by the use of these methods and therefore in a second step, based on the concepts (such as the meanings "trust" and "health", which have been attributed to the brands) arisen from the qualitative research, quantitative research will be conducted. By asking questions such as "what" or "how important" statistical results will be generated (Kolb, 2008).

By using mixed methods, limitations of the individual methods are compensated and further a more complete picture can be provided (Barbour, 2014). Every finding will be shaped by the techniques applied and therefore different methods are used in order to balance these effects. This is called triangulation and it assures reliability of the methods as research was done on several different days, with several methods and different research

participants and therefore the risk of producing incorrect data has been reduced (Saunders & Lewis & Thornhill, 2007). Moreover, validity of the research, which can be described as “*the extent to which a measure measures what it is supposed to measure*” (Tharenou & Donohue & Cooper, 2007: 151), was aimed to be achieved. This was done by testing all questions on potential participants before conducting the researches in order to guarantee that the questions were understood in the intended way. Furthermore, conclusions (for instance: product design and personal experience are of high importance as a source of manufacturer brand meaning) drawn from the qualitative research were tested in the course of the quantitative research in order to assure their general validity. Concerning generalizability, which describes that the findings can be relevant for other researches (Saunders & Lewis & Thornhill, 2007), the objective of this thesis is not to generate a theory that can be applied to any cases. The aim is to indicate that there is some relationship between the researched variables (manufacturer brand and retailer brands), which can be transferred to other settings. However, the specific characteristics of the relationship between these variables only describe the distinctive brands in the researched market. Generalization can then be inferred from the specific manufacturer brands and retailer brands under study.

3.3.1. Qualitative Research

For the qualitative research a participant profile was defined in order to recruit the research sample from the population (Kolb, 2008). This profile helped to find the population of interest and was based on the following criteria: Austrian, female, age between twenty to forty-five years old, knowing all four researched brands and already bought at least once a product in a perfumery and in a pharmacy. The focus was put on the Austrian market because the author of this thesis is currently living in Austria. Moreover, based on the author's experience, the concepts of perfumeries and pharmacies are slightly different in Austria compared to other countries, such as Denmark, and therefore it was important to limit the research to this market. Only females were studied as the author of this thesis assumes that women are still the core target group of cosmetic products, especially make-up products. Lastly, the age was narrowed down to women between twenty and forty-five years in order to focus on one generation as the author of this thesis believes that the symbolic meaning of brands depends to a large degree on the consumers. Consumers of different ages might thus have completely different meanings towards brands. Due to time

constraints, it was therefore necessary to narrow down the potential group of research participants.

Knowing the brands was further decisive in order to be able to discuss the meaning of these brands. As a result, interview partners had to have the first stage (salience) of the CBBE Model (Keller, 2008) fulfilled in order to create brand meaning towards the brands. Having bought at least once a product at both of these retailer types was further important in order to be able to reflect on the buying process. This supported researching the meanings and motivations of consuming products at these retailers. Therefore, qualitative research was based on a critical mass, thus on the individuals who are actual or potential consumers of the brands and retailers.

Screening questions (Kolb, 2008) were asked based on these key characteristics during the recruiting process in order to ensure that the individuals were appropriate research participants. Therefore, non-probability (Bradley, 2010) and purposive sampling (Kolb, 2008) were conducted.

The author of this thesis first started to recruit individuals from her network of friends and then these persons were recruiting research participants from their network, thus the snowballing technique (Kolb, 2008) was applied. These sampling methods were used for both focus groups and in-depth interviews. Before starting with the researches it was assured that consent was given by asking in the beginning for the participant's permission to conduct the research. The in-depth interviews as well as the focus groups were recorded and then transcribed (Appendices 1 - 5).

3.3.1.1. Focus Groups

Focus groups were used as a first part in the research and aimed at discovering the most important opinions and feelings regarding the field of research (Krueger & Casey, 2009). Group dynamics helped to let participants reflect on ideas of others and encouraged sharing and discussing individuals' opinions (Belk & Fischer & Kozinets, 2013).

The sample size was four participants in each focus group. This group size was large enough to ensure diversity of perceptions (Krueger & Casey, 2009) and small enough to have a vivid discussion in which all participants were involved. The author of this thesis strived to recruit homogenous strangers, therefore finding individuals with similar backgrounds and lifestyles. This was done to have a conversation with a high level of comfort and willingness to express feelings openly as well as to guarantee a vivid

discussion. Moreover, having equally dominating participants and a harmonized group atmosphere was very important and therefore individuals who rarely knew each other were recruited (Morgan, 1997).

The moderator of the focus group, who is the author of this thesis, was guiding the group discussion with a prepared questioning route (Krueger & Casey, 2009), which consisted of a list of questions. A funnel approach was applied, meaning that first widely open questions were asked in order to foster free discussion and set a broad theoretical frame. Progressively, the questions were then becoming narrower and more specific. This approach helped to generate new insights and further perspectives on the research topic. However, on the other hand specific questions were formulated in order to find answers to the thesis's research questions (Morgan, 1977). The asked questions included opening questions (such as "Tell me who you are!"), introductory questions (such as "When was the last time you bought a cosmetic product?"), key questions about the research topic (such as "What does a pharmacy mean to you?") and finally ending questions (such as "Is there anything else you want to add to this topic?") (Kruger & Casey, 2009). Especially the key questions did not have a rigid order and during the course of the focus groups their sequence varied depending on the flow of conversation. The moderator further tried to probe the answers and therefore digging deeper into individual's minds and feelings in order to uncover deep and hidden attitudes (Kruger & Casey, 2009). Moreover, projective techniques were used. The first methods applied were thematic appreciation tests (Kolb, 2008). Participants had to write down on a sheet of paper their first associations when hearing the name of a manufacturer brand or retailer brand. In order to support the emergence of associations, cards with pictures of products, advertisements and image pictures of the brands as well as the logos of the retailers were shown (Appendix 6). Participants were given time to reflect on their own thoughts and then subsequently the individual's associations were read out loud and discussed in the group. This method was very useful in order to give participants time to develop their own ideas independent of the group and then discuss these ideas in the group. Another method used was picture sorting (Krueger & Casey, 2009). Participants were presented pictures of twelve different women (Appendix 7), which were collected by the moderator from Austrian women magazines such as WOMAN, WIENERIN, FIRST and MADONNA. The moderator showed the pictures of the women sequentially and for every woman the participants had to discuss which of the four researched brands the woman is using. Women were then placed right next to the brand cards on the table in order to have an

assortment of all answers and woman-brand associations. In a next step, pictures of the same women were shown again and then participants had to sort these women to the retailer where they would expect these women to buy their cosmetic products. In the end it was analysed whether there were non-matching brand-retailer sortings for some women, meaning that for instance one woman was associated with Vichy (which is only sold in pharmacies), but also associated with perfumeries. This was then leading to new debates and reflecting upon meanings towards the manufacturer brands and retailer brands. The results of all picture sorting of the focus groups are presented in the Appendix (Appendix 8). The moderator of these discussions believes that the outcome of the sorting (meaning which woman is associated with which brand and which retailer) only plays a secondary role. The real value of this method was the vivid debates on why a person is associated with a specific brand. These discussions elicited many interesting ideas, meanings and concepts which the participants might have otherwise not been able to communicate as this method helps participants to reveal meanings and information more easily without talking about themselves (Kolb, 2008).

3.3.1.2. In-Depth Interviews

As a second step, in-depth interviews were conducted since the main advantage of this data collection method is that, compared to focus groups, more depth can be reached. This was achieved by probing and therefore reinforcing elaborating and eliciting deeper, often hidden, feelings and associations (Belk & Fischer & Kozinets, 2013). Another advantage of the in-depth interviews is that participants were not under peer pressure. However, there were less stimuli to foster conversation and the role of the interviewer was more important (Bradley, 2010).

Likewise to the focus groups, also when conducting the in-depth interviews a questioning route was used and a funnel approach (asking questions from general to specific) applied. The questioning route was covering the same questions and topics as the ones used in the focus groups. Furthermore, the same protective techniques were used, namely thematic appreciation tests (Kolb, 2008) and picture sorting (Krueger & Casey, 2009).

3.3.1.3. Data Analysis

In total, three in-depth interviews and two focus groups were conducted. Initially, it was planned to conduct three focus groups and three in-depth interviews. However, after analysing two focus groups and three in-depth interviews, the author of this thesis felt that theoretical saturation (Krueger & Casey, 2009) was reached as the dominating themes (for instance a pharmacy means “health” and “trust”) were already repeating itself and no additional information was gathered when analysing the third in-depth interview. The variability of the data appeared to be relatively low.

The objective of analysing the collected data from qualitative research was to identify the central, meaningful and connected ideas. Based on the grounded theory method open coding first was applied (Strauss & Corbin, 1998). Therefore, in each transcript conceptual units (such as sentences, statements or also only a few expressions) were highlighted, collected and assorted to each research question. For instance, the statement “*She looks clinical, sterile and completely without make-up*” (Interview Marlies Walla: 15) was assorted to La Roche-Posay and the research question 1. Then, units which had a similar meaning were grouped together and were provided with a label. For instance, “*sensitive skin*” and “*having problems with skin*” were units identified in the transcript of one of the interviews. These units were then grouped together under the label “*Problematic Skin*”. These labels were then established for all interviews separately and then merged into together according to the research questions in one, large excel file. As a next step, the relationship between these labels was sought, which is referred to axial coding (Strauss & Corbin, 1998). So for instance, the themes “*fashionable and trend conscious*” and “*Hollywood stars*” and “*glamorous*” were all related to each other. Last but not least, selective coding (Strauss & Corbin, 1998) was applied as dominant themes were then found and the relationship between these core categories was developed. Thus, as part of the final step three meanings related to the pharmacy (“trust”, “natural beauty” and “health”) and three referred to the perfumery (“temporary beauty”, “glamour” and “happiness”) were established. These main concepts and their relationship to each other were then tested, as a next step, in the quantitative research. These various steps of analysis can all be found in the Appendices (Appendix 9).

3.3.2. Quantitative Research

The next step of this thesis' research was quantitative, namely an online questionnaire. The aim of this research method was to testify the findings provided through the qualitative research and to further generate answers to questions, which have not been answered in the interviews yet.

The participant profile of this research was the same as in the qualitative research. Participants were searched for that were Austrian, female, between the age of twenty and forty-five. Moreover, knowing the manufacturer and retailer brands was further a prerequisite. Respondents were searched by using social media, precisely Facebook. The author of this thesis has created a group on Facebook called "Online Fragebogen über Kosmetikmarken" (= "Online Questionnaire about cosmetic brands"), which can be found under the following link: <https://www.facebook.com/groups/446947525447929/>. A picture of the group is attached in the Appendices (Appendix 10). The author of this thesis invited all of her appropriate Facebook-Friends and asked them to fill out the questionnaire and further invite people to the group. In total, the group had 148 member [Accessed 8th of September 2014]. It can be argued that this approach of searching for respondents can also be described as the Snowballing technique (Kolb, 2008) in order to find as many appropriate respondents as possible.

3.3.2.1. The Questionnaire

The online questionnaire was conducted through a paid online provider called "SurveyMonkey" and the questionnaire was accessible through the following website: <https://de.surveymonkey.com/s/burghofer>. The full questionnaire can be found in English in the Appendices (Appendix 11).

Questions	RQ	Topic	Composition of questions	Likert scale values
Questions 1 - 4	RQ 1	Manufacturer Brand Meaning	5-point Likert Scale	Strongly Agree (1) - Strongly Disagree (5)
Questions 5	RQ 2	Sources of Manufacturer Brand Meaning	5-point Likert Scale	Very important (1) - Not at all important (5)
Questions 6-7	RQ 3	Retailer Brand Meaning	5-point Likert Scale	Strongly Agree (1) - Strongly Disagree (5)
Question 8	RQ 4	Sources of Retailer Brand Meaning	5-point Likert Scale	Very important (1) - Not at all important (5)

Questions 9 - 12	RQ 5	Meaning Transfer	5-point Likert Scale	Not at all (1) - To a great extent (5)
Questions 13 - 20	RQ 5	Meaning Transfer	5-point Likert Scale	Strongly Agree (1) - Strongly Disagree (5)
Questions 21 - 24	RQ 6	Meaning Sources Transfer	5-point Likert Scale	Very important (1) - Not at all important (5)

Table 1: Overview of Questionnaire

The questions of the online questionnaire were arranged according to the research questions. It was conducted online and in German in order to guarantee that the participants completely understand the questions from a linguistic point of view. The questionnaire was structured, meaning that the form and the sequence of the questions and their answers were rigid (Raab-Steiner & Benesch, 2012). Before the first question appeared, respondents were again asked if they fulfil all the requirements (such as age) and where then informed about the use of their answers. The questions were structured according to the research questions and at least one question was dedicated to one research question. In total, the questionnaire included 24 questions and on average it took a participant roughly 10 minutes to fill out the questionnaire. All questions were closed questions and based on ordinal scales, which means that the provided answer possibilities were not just different (as is the case with nominal scales), but further represented a ranking (Field, 2005). In accordance with this scale, a 5-point Likert scale was used in all questions and therefore the values (= answer possibilities) had a certain order. For instance, for question number one the Likert scale included: Strongly agree – Agree – Undecided – Disagree – Strongly disagree. Thus, all values had a certain meaning and further these meanings enabled a ranking. Different Likert scales were used for various questions. However, for some questions, whose answers the author of this thesis wanted to compare, the same Likert scale was used. The table above provides an overview of the various answer values that were used. It was a prerequisite to answer a question completely in order to proceed to the next one. After answering the last question, respondents were thanked for their participation and further had the possibility to participate in a competition by indicating their name and e-mail address. Out of all fully filled out data, three winners were randomly selected and they received a 20-euros gift card for a well-known perfumery chain in Austria. So the chance of winning might have also been a further motivation for persons to participate in the questionnaire. In total 115 persons participated in the online questionnaire and out of them 101 participants completely filled out the questionnaire.

Therefore, 14 persons did not complete the questionnaire, which can be due to a lack of motivation or because the questionnaire was consuming around 10 minutes. 68 respondents additionally took part in the competition.

3.3.2.2. Data Analysis

The data of the answers given in the questionnaire were transferred from “SurveyMonkey” to Excel and from there to the program IBM SPSS Version 22. The participants who did not completely finish the questionnaire were taken out in order to have a consistent number of 101 participants for all questions. Since the author of this thesis has never worked with SPSS before, Youtube was a great help in learning how to fill in the data in this program. After the variables were labelled and the data was transferred, the answers were analysed. This was mainly done by using frequency analysis, such as calculating the mean, the standard deviation, the mode, the skewness and the percentages (as well as cumulated percentages) of the answers provided. Every question was separately analysed and then the results were compared.

4. Findings of Qualitative Research

In this chapter, the findings of the qualitative research will be discussed. The aim is to summarize the main ideas, concepts and thoughts from the various participants arisen in the in-depth interviews and focus groups. As a next step a conclusion will be drawn and questions, which have not been covered by the qualitative research or which came up through this research, will be discussed in order to be afterwards addressed in the quantitative research. The findings of the online questionnaire will subsequently be considered question upon question in Chapter 5. As a next step, a general conclusion of the quantitative research will be given. Last but not least, a discussion including the findings of both qualitative and quantitative research will be provided by addressing each research question one by one in Chapter 6.

The findings of both focus groups and in-depth interviews are now going to be reviewed. In the beginning of every discussion respondents were asked to talk generally about cosmetic brands and how they should be in order to attract them. This was important in order to introduce the topic and further to get to know the respondents and their opinions

since their ideas and assumptions about cosmetic brands clearly influenced their given answers about the research topics. As discussed in the Theory Chapter, persons are looking through their own “lenses” (Zerubavel, 1997) and private mental models (Ringberg & Reihlen, 2008) when perceiving a brand. Therefore, the aim of the researcher was to first get to know their conceptual filters in order to be able to then better interpret the respondents’ answers.

Generally, the respondents replied that they associate positive feelings with cosmetic products. Thus, cosmetic brands should represent these feelings in order to be attractive to them. Feelings of comfort, glamour, relaxation and well-being were also mentioned as desirable attributes for cosmetic brands. Moreover, some respondents talked about the necessity of being up-to-date and following the latest trends. Another interesting finding was that some interviewees mentioned that they have a personal collector instinct regarding nail polish and admitted that it has always been important for them to always buy the latest colours for their collections. Therefore, the respondents had some sort of relationship to cosmetic brands and felt that these nail polishes were a way of expressing, and subsequently extending, themselves (Belk, 1988). One interview partner further added that she had a deeper emotional relationship to brands that were expensive. The topic of expensiveness and looking elegant, instead of trashy, was a dominant theme in all discussions. One reason for this was that respondents admitted to feel more precious and exclusive because of the expensive possessions they had. As a result, respondents were creating a self-identity with meanings of “exclusivity” from the brands. These consumptions helped them to define themselves (self symbolism) and to categorize them in society as being “exclusive” and “precious” (social symbolism) (Elliott & Wattanasuwan, 1998). Therefore, the meaning of these products was transferred to the consumers (McCracken, 1986). Furthermore, respondents admitted to accept a higher price for more exclusive and luxurious products. Therefore, in order to consume the concept of “exclusivity” respondents even paid a higher price and therefore chose an objectively sub-optimal option (Ariely & Norton, 2009).

Another interesting theme that occurred in all discussions through the interviews was the distinction between skin care and make-up products. With skin and face care products respondents tended to be more loyal to brands. In contrast, with make-up respondents were more likely to switch around and try out new brands. Thus, one respondent said that for

make-up products the brand's appearance, such as packaging and advertisement, was more important compared to skin care products, where the effects (for instance 24h hydration of skin) are in the centre of interest. For skin care products personal experiences and expertise advice was described as being more important then, for instance, the packaging of the products. Another interesting differentiation was made between the motivation to buy these two product types: Whereas consuming skin care products were seen as a necessity and something that was good for oneself, make-up products were perceived as a way of rewarding oneself, getting self-confidence and looking good at the moment. Therefore, it can be argued that with skin care products participants tended to put more focus on the rather rational brand performance, whereas with cosmetic products the more emotional brand imagery was decisive (Keller, 2008).

4.1. Manufacturer Brands

When talking about the brand Vichy, which is sold in pharmacies, respondents replied that the brand appeared to them as dynamic, active, sportive, casual, modern, elegant, young and cool. It was perceived as representing a certain lifestyle. Moreover, for most of the respondents, the brand seemed to be trustful and of high quality. However, some respondents did not favour the brand based on their personal, disappointing experiences with the products. Most of the interview partners also replied that the brand was associated with pharmacies and the given advice of pharmacists. Vichy was therefore further perceived as rather medical and being appropriate for sensitive, demanding and allergic skin. The theme of solving a problem and health was further raised. However, one respondent also argued that Vichy was more similar to a brand sold in a perfumery. *“Actually, I think it doesn't fit too well into the pharmacy. It's too cool for it”* (Interview Marlies Walla: 7). By cool she meant being beautiful and interesting to look at and therefore she argued that Vichy was too much a lifestyle brand and too “beautiful” for the pharmacy. Although Vichy is selling make-up products, no participant talked about it and for all of them the brand was only associated with skin and face care products. Last, but not least, the theme of natural beauty was raised in nearly all discussions as Vichy was noticed to enhance one's natural beauty.

La Roche-Posay was seen by all participants as highly protective, trustful and giving the consumers security. It was further characterized as being an absolute pharmacy brand as it

represented very much topics such as health, problematic skin and finding a solution for every skin type. Compared to Vichy, La Roche-Posay was due to its product packaging perceived as being even more pharmacy-like and therefore medical, dermatologically tested as well as clinical. The brand was perceived not to hide problems, but to solve them truly and thus having more effects than an average cosmetic product. However, some respondents additionally mentioned that in their opinions the brand was too sterile, simple, reasonable, strict, serious and emotionless. Thus, for them the brand was positioned too much on the functional instead of symbolic needs (Bhat & Reddy, 1998). Moreover, for them the brand was more perceived with either an older target group or a family, which was highly connected to the emerged theme of being grown up and also being looked after and taken care of. Therefore, the by Keller (2008) identified user profile played an important role for the brand La Roche-Posay.

Similar to Vichy, respondents did not associate make-up with La Roche-Posay, although this brand sells make-up products, such as foundations, eye shadow, mascaras and nail polish as well.

Lancôme was described as being beautiful and glamorous. Respondents said that with this brand they were buying a certain lifestyle feeling and felt more fashionable and trend conscious when using these products. By purchasing these products they were extending themselves (Belk, 1988) and buying the concept of being fashionable and glamorous (Ariely & Norton, 2009). Supported by the brand's Hollywood testimonials, respondents replied that a typical Lancôme user was elegant, beautiful and had a certain attitude. Therefore, Keller's (2008) identified user profile was again an important source for brand imagery, thus brand meaning. Although, Lancôme also sells face care products, nearly all participants only talked about the make-up products and fragrances they are selling. Moreover, respondents argued that the brand was for someone who really cares about looking perfect and flawless. Applying make-up from Lancôme was for some interviewees a certain way of changing oneself and getting more self-confidence. For instance, participants used the brand when preparing to go out in the evening and therefore tried to make themselves look more pretty, which resulted in higher self-confidence. Therefore, the meaning of the brands was transferred to the consumers through a grooming ritual (McCracken, 1986). Moreover, the brand meaning was very much connected to the usage situation (Keller, 2008), thus going out, and therefore the positive meanings associated with going out were further connected with the brand Lancôme. Furthermore, they all

agreed that Lancôme was a typical perfumery brand as it was associated with having fun and treating oneself. However, this also implied that the products are less trustful as they are less medical and health-related. The last arising topic was that for some the brand was associated with older consumers - *“For me it’s the perfume for old ladies”* (Focus Group 1: 17) – and for others it was associated with a wide age range of consumers, who are all trying to look pretty and enhance their beauty. As a result, a person’s own experiences (Keller, 2018) are very much influencing the personal lenses through which a brand is perceived (Ringberg & Reihlen, 2008).

Last but not least, Biotherm was described as fresh, young, sportive, natural and dynamic. Respondents replied that the brand was not only representing a lifestyle, but was further standing for high quality and products which were healthy for the skin. Therefore, one can argue that Biotherm represents both functional and symbolic needs (Bhatey & Reddy, 1998).

The good quality of the products leads to the conclusion that the brand was trustworthy. Therefore, also the theme of health was raised and respondents argued that Biotherm was in the grey area between the pharmacy and perfumery and was as a result not a typical perfumery brand. This was explained by the fact that Biotherm was more associated with skin care products and being healthy and therefore it would have suited to a pharmacy. However, Biotherm was also associated with beautiful testimonials, good fragrances and beauty. Thus, respondents argued that it was also appropriate in the perfumery.

When talking about the sources of manufacturer brand meaning, some items were mentioned in all discussions, whereas other sources were very individual. For instance, the design and packaging of products was stated in every discussion to be one of the most important touch-points the respondents have with a brand. What has been identified as extremely important was the personal experience respondents had with the brands. This can be based on trying the products by themselves or talking with friends about it. Every situation in which a participant came into contact with the brands was decisive. Therefore, the by Allen, Fournier and Miller (2008) identified power shift from the companies to the consumers has been confirmed in this research. Furthermore, recommendations of trustworthy persons, such as experts, friends, family and sometimes sales personnel and pharmacists, were mentioned. Another very important information source about the latest trends, brands and products in the cosmetic market were advertisements and product

placements in magazines. One respondent even said: *“If I want something, I want it quickly. I like to get inspired by advertisement, in case it is an appealing advertisement”* (Focus Group 2: 2). Another respondent claimed: *“When I see a nail polish in a magazine that I really like, I instantly go and buy it without thinking more deeply about it”* (Interview Lisa Pöcho: 2). Further, price, product range, product and brand name, slogan, logo, brand communication and quality of the products were also mentioned as highly influencing the meaning of manufacturer brands. Moreover, testimonials were regarded as being important as they normally showed the respondents immediately if the brand was appropriate for them or if they felt addressed by an advertisement. Further, celebrities and other consumers using the brands influenced the respondents. Some brands even got aspirational as respondents wanted to become like one of the typical users of the brand. Another person said that for her the most important information about a brand are the ingredients in a product and whether this product had been tested and certified. She even used an application on her phone that evaluated the products and their ingredients. Technology and social media were further an issue, however less than the author of this thesis expected it to be. One respondent claimed that she regularly visited blogs and instantly needed to buy the make-up products when they appeared to be appealing to her. However, this only applied to make-up products, because then she could see already the effects on pictures at the blog (for instance the colour of a lipstick), however when it came to skin care, she would have not trusted blogs, but would have rather searched for personal advice. Another respondent said that she used to watch Youtube make-up and skin care tutorials and got her information about new products there. However, she then didn’t buy them automatically, but the trial of the products and brands was decisive for her buying decision. The retailer, the presentation of the brand in the shops and the advice given from the sales personnel was also mentioned in this context as being crucial. Especially the advice of a trustworthy sales personal was argued to be highly important when shaping the opinion towards a brand.

4.2. Retailer Brands

When talking in general about a retailer brand, respondents answered that a retailer should represent a shopping experience. They should feel comfortable and secure when entering a store. Further, value for money was mentioned as being an important factor.

When talking about a pharmacy nearly all participants mentioned that what they really liked about a pharmacy was the great knowledge and advice one could get from the pharmacists. Moreover, they completely trusted pharmacists since they believed that they have a broad expert knowledge. Moreover, participants assumed that in a pharmacy consumers got help to cure sickness and solve problems and therefore only good, effective products were sold there. Thus, the themes of being rather medical, sterile and clinical as well as high quality arose when talking about pharmacies. The concept of having health problems was very dominant and a pharmacy was perceived as a place where you are looked after and taken care of. In this regard, often sick and old people were mentioned as the typical shoppers in a pharmacy. Mostly, pharmacies were associated with a serious and calm atmosphere. Normally, participants would only go to the pharmacy if they would need something specific and would not go there to just have a look around. Interestingly, nearly all respondents admitted that they had one specific pharmacy to which they always went shopping and that they were very loyal to this one pharmacy. One woman even said that a pharmacy reminded her on her grandmother because when she entered one she immediately felt like being home and being taken care of. Therefore, she consumed the feeling of “taking care of” when going into a pharmacy and purchasing products there (Ariely & Norton, 2009). However, other respondents argued that they didn’t like spending much time in the pharmacy, because they were afraid of getting sick.

On the contrary, perfumeries were mostly associated with having fun and buying products that one does not necessarily need. Respondents said that they were feeling happy when entering a perfumery due to its pleasing atmosphere. When asked to describe the atmosphere in a perfumery, one woman answered “*The dream of every girl. You go inside, everything smells good, everything is beautiful, and posters are everywhere*” (Focus Group 2: 14). Moreover, respondents admitted that they felt like a princess while being in a perfumery. They perceived going to a perfumery as a personal reward and a way of treating oneself. Through this retailer type respondents were able to consume the concepts (Ariely & Norton, 2009) of self-confidence, being special, stylish, trendy, modern and luxurious. Moreover, the pharmacy was congruent to their ideal self which was being (treated) like a princess (Sirgy & Samli, 1985). In contrast to the pharmacy, which was associated with skin and face care products, the perfumery was only connected to decorative cosmetics, thus make-up products and brands, although both product types are available there. Therefore, the theory by Sirgy and Samli (1985) that certain retailer store

images are only appropriate for certain product types has been verified. It can be assumed that the pharmacy's meaning is contradictory with the meaning of make-up products for the respondents.

Furthermore, participants associated the perfumery more with perishable beauty and superficiality. For them a perfumery was the place to go to when they wanted to look pretty in the moment, but not for a longer time. Compared to pharmacies, no respondent had a perfumery to which they always went shopping and to which they felt a certain relationship.

When discussing the sources of retailer brand meaning, all participants answered that when it comes to cosmetic products expert advice is important for them. They all appreciated a consultancy of knowledgeable personnel and therefore decided upon a retailer mainly based on its sales personnel. The author of this thesis assumes that this might be an explanation why shopping cosmetic products online was relatively uninteresting for the participants. Moreover, the product range was very important and the possibility to try out products directly in the stores. As discussed in detail with perfumeries, the way the stores were designed, the location and how the atmosphere was in a store very much influenced very much the shopping experience and also the meanings the respondents attributed to specific retailers. Furthermore, other shoppers additionally shaped the meanings of the respondents towards the retailers. Whereas in pharmacies the typical shoppers were perceived as rather old and sick, perfumeries were characterized as a place for fashionable and trend conscious persons.

4.3. Meaning Transfer between the Retailer Brands and Manufacturer Brands

As indicated by the previous discussion of the associations the respondents have with the retailers, one can clearly argue that retailers function as brands and therefore also have symbolic meanings. Interestingly, pharmacies are more connected to face and skin care brands, whereas perfumeries are more connected to make-up brands. The meanings of these products, for instance make-up is connected with perishable beauty, are then transferred to the retailer brands. As a result, there is also a meaning transfer process from the manufacturer brands to the retailer brands.

However, the aim of this thesis is to describe the meaning transfer process in the other direction, thus how the meaning of a retailer brand is transferred to manufacturer brands. One participant argued that when buying cosmetic products, she first decided on the retailer and then on the brands, because for her retailers were proofs of the qualities of the brands sold there. Therefore, the assumption that the retailer brand functions as a conceptual filter and organizer (Ringberg & Reihlen, 2008) through which the manufacturer brands are seen can be verified. Several respondents argued that the retailer played a decisive role regarding cosmetic products, however this might be different with other product types. Moreover, other respondents said that a brand, which was sold in a pharmacy, had to be good. They inferred from the retailer the effectiveness of the brands and products and thus the retailer brand was functioning as a conceptual filter (Ringberg & Reihlen, 2008). As people often go to the pharmacy when they are sick, respondents further admitted that for them all brands that were sold in a pharmacy were perceived to enhance health. One respondent claimed: *“As it is available in the pharmacy I rely on the fact that it works. I just associate pharmacy with something that really works”* (Focus Group 1: 8). Another woman argued that *“If Vichy would not be in a pharmacy and instead in a perfumery, then it would be a completely different brand. And you would not believe that it is effective”* (Focus Group 2: 24). In line with these thoughts, another respondent said that she would stop trusting Vichy if it would be sold in a perfumery as the brand would lose its health aspect and medical justification. Therefore, based on the respondents’ answers, products, which are sold in a pharmacy, compared to others sold in a perfumery, are automatically associated as being healthy and effective. When asking how Lancôme would be perceived if the brand would be sold in pharmacies, most respondents argued that this would not be possible at all. One respondent said that she would stop buying Lancôme products because the fun and glamorous aspect would be missing. Moreover, other respondents argued that the brand would lose its appearance, because no one would search for a brand like Lancôme, which stands for luxury and glamour, in a pharmacy. Therefore, it can be assumed that the meanings between the retailer brand and the manufacturer brand have to fit in order to not confuse consumers. However, one participant argued that Lancôme is such a strong brand and well established in the head of the consumers and therefore the brand’s meaning would not change considerably when changing the retailer. Therefore, it can be assumed that other brand meaning sources, such as product design and advertising, are more influential for this participant compared to the retailer. In line with these thoughts another respondent said that the effect a retailer brand

had on the meaning of a manufacturer brand depended on how well she knew the brand. She further assumed that the retailer and the advertising of the brand had an interdependent relationship and therefore had to fit together in order to reinforce each other. Considering the relationship between a retailer brand and a manufacturer brand's advertising, another interesting thought arose from one participant who argued that in her opinion Vichy was more associated with a perfumery brand because the brand was advertised so much. *"I have the feeling that something that's available in the pharmacy is good and therefore doesn't need any advertising because it is good as it is sold in the pharmacy"* (Focus Group 1: 8), she claimed. Therefore, different manufacturer brand meanings sources can in fact deteriorate each other's meanings.

Interestingly, the brands La Roche-Posay and Lancôme were perceived to be typical examples of the retailers where they are sold. One participant argued that the meaning of a brand had to match the retailer brand's meaning in order to avoid consumer confusion. Therefore, it could be argued that these two manufacturer brands are similarly positioned as the retailer brands. However, Vichy and Biotherm were both perceived to be suitable for both retailers. As Vichy is a lifestyle brand with lot of advertising and colorful as well as luxurious packaging, some respondents assumed that it would also fit in a perfumery. However, the brand's medical justification would then be lost. Biotherm on the other side was argued to be appropriate to be sold in a pharmacy because of its focus on skin care products, its natural and healthy brand meaning and its main ingredient the thermal plankton. However, the luxurious and lifestyle aspect would might be lost if the brand would be sold in the pharmacy.

4.4. Conclusion on Qualitative Research

The aim of the qualitative research was to find out the personal, idiosyncratic meanings participants attributed to the manufacturer and retailer brands. Therefore, emphasis was put on collecting rich and broad answers. The answers of the participants were very much influenced by the personal experiences. Some perceived a brand as rather trustworthy and young, others as rather doubtful and appropriate for older consumers. Moreover, as people have different skin types and individual needs, the personal experiences with the manufacturer brands had been different. Furthermore, the meaning of a brand might attract one respondent, however another person might feel completely different towards the same brand and consumes it for completely different motives. For instance, one participant

perceived Lancôme as very old-fashioned, because her mother always used a perfume from Lancôme. However, in the same focus group another participant completely disagreed and associated Lancôme with being trendy, fashionable and young. Thus, the author of this thesis argues that the results of the qualitative research show to a great extent the personal opinions about the manufacturer brands and retailer brands under study, however generalizations cannot be drawn from this research. Therefore, quantitative research will be conducted as a next step.

One of the main objectives of the online questionnaire is to research whether the assumptions of the qualitative research about the relationship between the manufacturer brands and the retailer brands are true and can be generalized. Concretely, the author of this thesis strives to find out whether Vichy and Biotherm are suit both retailers and whether Lancôme and La Roche-Posay are really typical manufacturer brands for their retailers. As discussed in the Methods Chapter, the answers of the qualitative research were coded and grouped together, resulting in six dominant meanings, which are argued to represent the most important meanings identified in the interviews. They are “trust”, “natural beauty”, “health”, “temporary beauty”, “glamour” and “happiness”. It is assumed that on the one side the first three meanings are associated with the pharmacy and its brands and on the other side the last three meanings are representing a perfumery and its brands. Another objective of the quantitative research is to find out whether these assumptions are true and if the retailers and manufacturer brands really represent these meanings. Moreover, the findings will show which meanings of each manufacturer brand are elicited from the retailer brand and which meanings might come from different meaning sources. This will then result in a clearer explanation why some brands might be associated with both retailers whereas others are not.

Furthermore, the most prominent sources of manufacturer brand meaning as well as of retailer brand meaning will be tested. This is done in order to show which sources are most important and to further assess the relative importance of the retailer compared to the other sources of manufacturer brand meaning. Taking this thought further, the objective is then to find out how and if the meaning would change in case of a retailer change. In qualitative research a dominant question was whether the meanings attributed to manufacturer brands arose from the retailer or whether these meanings simply just matched to the retailer brand and were inferred by other meaning sources such as advertising. Therefore, it is decisive to

find out if the various meanings would change if the retailer would change or if these meanings would still be attributed to the manufacturer brands.

Last but not least, it was very difficult in the qualitative research to discuss with the participants which meaning sources of the retailer brand influence the manufacturer brand. The author of this thesis assumes that this question was too abstract and often the participants did not know how to approach the question or needed some further input. However, during the conversations, when this was not explicitly asked, respondents talked about some retailer brand meaning sources that influenced the manufacturer brands, such as other shoppers or the product range. For instance, La Roche-Posay was often described as being health enhancing and medical due to the fact that consumers mainly went to a pharmacy in order to buy medicine and therefore the meaning of the product range was transferred to the brand. However, what has clearly been not researched yet is to what extent the various sources of the retailer brand influence the manufacturer brands and therefore this question will be addressed in the quantitative research as well.

In conclusion, several important findings were generated through the qualitative research, however the author of this thesis has decided to not answer a research question yet. Instead, the provided answers from the qualitative research will be tested in the quantitative research in order to then create answers for the research questions, which contain the findings of both researches.

5. Findings Quantitative Research

The purpose of this section is to discuss the results of the online questionnaire. This is done by following the structure of the questionnaire, which is arranged according to the research questions. The questionnaire as well as all relevant tables provided by a SPSS analysis are attached in the appendices (Appendix 11 + 12).

The questionnaire is based on the main findings of the qualitative research. As already mentioned, six meanings have been identified as an appropriate representation of all meanings emerged in the interviews. They are “trust”, “natural beauty”, “health”, “temporary beauty”, “glamour” and “happiness”. The objective is to research their appropriateness in detail. It is assumed that the first three meanings are associated with the pharmacy and the manufacturer brands sold there, compared to the last three meanings which are assumed to represent the perfumery and its brands.

5.1. Manufacturer Brand Meaning

The first four questions of the online questionnaire were about the extent to which respondents associated the six chosen meanings with the manufacturer brands under study. Respondents had to indicate on a 5-point Likert scale (from “completely agree” to “completely disagree”) to what extent these meanings were associated with the brands. The aim of the first four questions was to test the outcomes of the qualitative research and to further quantify them. Firstly, every meaning will be discussed separately in detail. Then, an overall conclusion on the manufacturer brands will be provided.

5.1.1. Trust

Concerning the first meaning, trust, three brands scored with a mode (which indicates the answer that was given the most (Field, 2005)) of “agree” and La Roche-Posay even generated a mode of “completely agree”. This means that the most frequent answer, when asking if La Roche-Posay was representing “trust” for the respondents, was “completely agree”. When cumulating the amount of the answers “completely agree” and “agree”, Biotherm scored the highest with 84,2% of respondents (compared to Lancôme with 60%). Based on the mean, which is a hypothetical number calculated by adding the value of all items and then dividing it by the number of items (Field, 2005), the brands can be ranked, from most trustful to least trustful (however this brand still scores high on trust!), as follows:

1. La Roche-Posay
2. Biotherm
3. Vichy
4. Lancôme

Although “trust” is assumed to be associated with the pharmacy, both perfumery brands also score high on this meaning. In the qualitative research participants argued that Lancôme and Biotherm are both well-established brands and trusted. Therefore, the author of this thesis argues that the meaning trust might be elicited by other brand meaning sources, such as the brand’s heritage and consumers’ experiences (Keller, 2008).

5.1.2. Natural Beauty

The second meaning tested was “natural beauty”. Vichy, La Roche-Posay and Biotherm all scored with a mode of “agree”, however for Lancôme the most common answer given was “disagree”. 87% of all participants “agreed” (or even “completely agreed”) that Biotherm represents for them the meaning of “natural beauty”, followed by Vichy with 72% and La Roche-Posay with 60%. 45% “disagreed” (or even “completely disagreed”) that Lancôme represents “natural beauty” and therefore the answers are negatively skewed. Regarding the mean, the brands are ranked (from highest to lowest) as:

1. Biotherm
2. La Roche-Posay
3. Vichy
4. Lancôme

Interestingly, Biotherm is the brand being mostly associated with “natural beauty”, although it is sold in a perfumery. Again, this might be based on another brand meaning source apart from the retailer.

5.1.3. Health

The last meaning of the ones assumed to be highly associated with pharmacies was “health”. La Roche-Posay scored the highest regarding the mode, as the most common answer given was “completely agree”. Regarding Biotherm and Vichy it was “agree” and concerning Lancôme “disagree”. Furthermore, when cumulating the answers given, 79% at least “agreed” (and out of them 49% “completely agreed”) that La Roche-Posay means “health”, followed by Biotherm with 72% and Vichy with 68%. 53% of all respondents “disagreed” (or even “completely disagreed”) with Lancôme being associated with “health”. Last but not least, the ranking of the mode is the same as the mean ranking and therefore (from most “health” to least “health”):

1. La Roche-Posay
2. Biotherm
3. Vichy
4. Lancôme

These results clearly support the findings of the qualitative research in which it was argued that La Roche-Posay is the “healthiest” and most “medical” brand compared to the others. Surprisingly, Biotherm is perceived to be more “healthy” than Vichy, although Vichy is sold in a pharmacy. The author of this thesis assumes that this might be the case because other brand meaning sources of Vichy might represent meanings that deteriorate the strength of the meaning “health”. For instance, the product packaging was regarded as “glamorous” by a participant in an in-depth interview and this meaning might contradict the meaning “health”.

5.1.4. Temporary Beauty

The fourth meaning under study was “temporary beauty”. It can be argued that only Lancôme is associated with the meaning of “temporary beauty” as this brand’s mode is “agree” compared to the other three brands’ mode of “disagree”. Further, Lancôme is the only brand with answers having a positive skewness, whereas all other brands have a negative one. 68% “agreed” or even “completely agreed” that for them Lancôme means “temporary beauty”. Concerning the other brands, 55% “disagreed” or even “completely disagreed” that La Roche-Posay means “temporary beauty”, 50% for Vichy and 41% for Biotherm. Ranking the brands based on their means looks the following:

1. Lancôme
2. Biotherm
3. Vichy
4. La Roche-Posay

The results of “temporary beauty” are similar to the expectations, as both perfumery brands are ranked high. However, Biotherm is not associated with “temporary beauty” which was also a result in the qualitative research.

5.1.5. Glamour

“Glamour” was another meaning being researched. In this case the difference between the modes of three brands compared to one brand is considerable. Whereas the most given answer for Lancôme is “completely agree”, for all other brands it is “disagree”. When cumulating the answers, also great differences can be observed. Whereas 90% of all

participants at least “agreed” (and out of them 62% “completely agreed”) that Lancôme means glamour for them, 45% for Biotherm, 59% for Vichy and 67% for La Roche-Posay “disagreed” or even “completely disagreed” that these brands represent “glamour”. Not surprisingly the brands can be ranked based on their means as:

1. Lancôme
2. Biotherm
3. Vichy
4. La Roche-Posay

Additionally the ranking of the brands concerning “glamour” does not surprise as the two brands sold in the pharmacy are ranked the highest.

5.1.6. Happiness

The last meaning studied was “happiness”. Interestingly, this meaning shows a split between the brands being sold in the pharmacy and those being sold in the perfumery. Whereas the mode of Vichy and La Roche-Posay is both “undecided”, for Biotherm and Lancôme it is “agree”. The answers for all brands are positively skewed and the cumulated percentages are again similar between the brands being sold at the same retailer. About 36% for Vichy and 34% for La Roche-Posay at least “agreed” that these brands are associated with the meaning “happiness”, however 66% for Lancôme and 57% for Biotherm “agreed” or even “completely agreed” that these brands mean “happiness”. Regarding the mean the ranking does not surprise:

1. Lancôme
2. Biotherm
3. Vichy
4. La Roche-Posay

Therefore, all four manufacturer brands under study represent “happiness”. However, concerning Vichy and La Roche-Posay this meaning is not elicited from the retailer, but from a different source.

In conclusion, a short description of the most important meanings for each brand will be given. When taking into account the mode, the mean and the standard deviation, it can be

argued that Vichy nearly means equally “trust”, “health” and “natural beauty” to the participants. La Roche-Posay represents notably “health” and “trust” to the respondents, but further also “natural beauty”. Lancôme on the other hand is mostly associated with “glamour”, followed by “temporary beauty”, “happiness” and “trust”. Last but not least, Biotherm means nearly equally “natural beauty”, “trust”, “health” and “happiness”.

5.2. Sources of Manufacturer Brand Meaning

A considerable amount of manufacturer brand meaning sources were already found in the qualitative research. The aim of question 5 in the online questionnaire was to test whether the most popular answers from the qualitative research actually are important brand meaning sources. Moreover, the relative importance between these was strived to be tested with the questionnaire. This was done by using a 5-point Likert scale ranging from “very important” to “not at all important”. In order to keep the questionnaire simple and the length manageable, the manufacturer brand meaning sources were only asked in general and not in relation to the specific brands. The following findings will be based on the cumulative percentages, the mode, the skewness, the mean and the standard deviation.

Respondents answered that their “own experiences” they made with the brands are the most important sources (smallest mean, very small standard deviation, mode is “very important”, 100% of answers are at least “important”) for building a meaning towards a manufacturer brand. This clearly supports the findings of the qualitative research in which respondents based their opinion about a brand mostly on their personal experiences. This does not necessarily imply that they already tried the brand’s products, but it covers all experiences in which a consumer got in touch with a brand.

Another very important source are “recommendations”, which have also been a main theme in the qualitative research. Still “fairly important” are considered the “designs” of the products as an additional source of meaning. These three sources are positively skewed and therefore it can be argued that they are important for the respondents when building their meanings towards manufacturer brands. However, when considering “advertising” and “retailers”, the majority of the participants answered with “slightly important” and therefore the skewness is negative. The standard deviations of both sources are the highest in this question, which implies that the answers of the participants vary the most regarding these two meanings. When talking about them in the qualitative research, often participants did not want to admit or have not even realized that they are actually influenced by

advertisement. Raab-Steiner and Benesch (2012) call this phenomenon “Social Desirability”. It argues that respondents try to answer questionnaires based on their assumption of what is socially desirable. This might explain why advertisement was considered as being not important as a source of brand meaning, because being influenced by advertisement might be a socially doubtful behaviour. Moreover, when talking about the retailer, interviewees mostly claimed in the beginning of the discussions that the retailer is not important. However, when talking again in the end of the interviews about the importance of the retailer, every participant answered that they realized during the discussion the important role of the retailer. Therefore, the author of this thesis argues that the results of the low importance of the “advertising” and the “retailers” as sources of brand meaning are not representable.

5.3. Retailer Brand Meaning

The idea behind the questions 6 and 7 was to find out whether the meanings, which were founded in the qualitative research, are really associated with the two retailer brands. Half of the meanings (“trust”, “natural beauty” and “health”) were assumed to score high on the pharmacy and the other three (“temporary beauty”, “glamour” and “happiness”) were assumed to be highly connected to the perfumery. Similar to the previous section about the manufacturer brand meaning, first every meaning will be discussed in detail and then an overall conclusion on both retailers will be provided.

5.3.1. Trust

When considering the data of the first meaning “trust”, one immediately observes that there are differences between a pharmacy and a perfumery. The majority of respondents “strongly agreed” that a pharmacy means “trust” to them. However, regarding the perfumery they were “undecided” whether it represents “trust”. 68% of all participants answered they “completely agreed” that a pharmacy is associated with “trust”. By contrast, only 37,6% at least “agreed” (out of that only 6.9% “completely agreed”) that a perfumery is “trustful”. Whereas the answers given for the pharmacy are skewed positively, the ones for the perfumery are skewed negatively. Therefore, the meaning “trust” is clearly associated with a pharmacy. It is rather unclear whether a perfumery means “trust”, as the majority of respondents was “undecided”.

5.3.2. Natural Beauty

Regarding the second meaning “natural beauty” differences between the retailers are also great. “Agree” was the prevalent answer for pharmacies, whereas “disagree” was the most frequent answer given for perfumeries. 33,7% of the respondents “agreed” that the meaning is associated with the pharmacy, compared to only 20% “agreeing” and 42% “disagreeing” this meaning suits to the perfumery. With a mean being considerably smaller than the mean of the pharmacy, an insignificant standard deviation and answers being skewed negatively, it can be argued that the perfumery did not represent “natural beauty” for the respondents. On the other side the pharmacy was “agreed” to mean “natural beauty”, however this meaning is not as strongly associated as “trust”.

5.3.3. Health

The biggest difference between the retailers can be observed with the meaning “health”. The majority of respondents “completely agreed” that a pharmacy represents “health” for them. By strong contrast, most of the participants “disagreed” that a perfumery means “health”. 79% of all respondents “completely agreed” that this meaning is associated with the pharmacy and nearly the same percentage of participants, namely 78%, “disagreed” that the meaning is associated with the perfumery. Needless to say the answers for the pharmacy are considerably positively skewed and the replies for the perfumery extremely negatively. Therefore, it can be argued that “health” is highly associated with a pharmacy and not connected to the perfumery.

The assumption that the first three meanings are strongly connected to the pharmacy and not the perfumery can hereby be verified.

5.3.4. Temporary Beauty

When considering the mode of the retailers, the majority of respondents “agreed” that a perfumery represents “temporary beauty”. However, the most common answer given for the pharmacy is “disagree” with 62% of all respondents. In contrast, 85% at least “agreed” that the perfumery means “temporary beauty”. Not surprisingly, the data of the pharmacy is skewed negatively and the one of the perfumery positively. When comparing the mean,

it is obvious that the perfumery is more associated with the meaning “temporary beauty” compared to the pharmacy.

5.3.5. Glamour

Regarding the next meaning, “glamour”, the difference is even more considerable than it was for “temporary beauty”, although the modes are the same. Therefore the most given answer for the pharmacy was “disagree” and for the perfumery “agree”. However, when looking at the cumulative percentages, the means and the skewness, it can be observed that the difference between the two retailers indeed is considerable. Whereas 90% of all participants at least “agreed” regarding the perfumery, 90% “disagreed” that a pharmacy represents “glamour” for them. Moreover, the answers for the pharmacy have the highest negative skewness of this set of questions. Finally, when comparing the mean, one can conclude that the perfumery is associated with “glamour” and the pharmacy is not.

5.3.6. Happiness

The last meaning to be tested was “happiness”. Repeatedly, the mode of the pharmacy is “disagree” and the mode for the perfumery is “agree”. 59% of all participants “disagreed” that a pharmacy means “happiness”, whereas 67% at least “agreed” (out of them 30% “strongly agreed”) that a perfumery represents “happiness”. Moreover, the data of the perfumery is positively skewed, however not as strongly as any other meanings in these questions. Similarly, the answers of the pharmacy are negatively skewed, but also this skewness is relatively weak. In conclusion, it can be argued that the perfumery means “happiness” and the pharmacy does not, however the peculiarity is not as considerable compared to “temporary beauty” and “glamour”.

Based on the analysis one can assume that the last three meanings are associated with a perfumery and not a pharmacy. Therefore, the assumptions of the qualitative research about these meanings can be verified. Pharmacies represent the concepts of “trust”, “natural beauty” and “health”, whereas perfumeries mean “temporary beauty”, “glamour” and “happiness”.

5.4. Sources of Retailer Brand Meaning

Similar to the sources of manufacturer brand meaning, several sources of retailer brand meaning have also been generated in the qualitative research. The objective of question 8 in the online questionnaire was to test the most important sources identified in the interviews in order to be able to answer the research question 4. This was done by using a 5-point Likert scale ranging from “very important” to “not at all important”. The most important sources identified are “atmosphere” and “sales personnel” with both having a mode of “very important”. This supports the ideas mentioned in the interviews, as participants said that they had to feel comfortable and welcome when going shopping to a retailer. Thus, 96% of all respondents answered that the “atmosphere” is at least “important” to them. Moreover, when talking about cosmetic products, one of the main topics in the qualitative research was that consumers are seeking expert advice and want to be told which products are appropriate for their skin types. This is represented by 95% of all participants of the online questionnaire who answered that “sales personnel” is at least “important” when building the meaning towards a retailer brand. Two other important sources of retailer brand meanings are “product range” and “location” with both having a mode of “fairly important”. The least important meanings are “design of the store” and “other shoppers”. Whereas the first has a mode of “important”, the latter one only has a “slightly important” mode. Moreover, the answers of the source “other shoppers” are negatively skewed and thus this source is the least important retailer brand meaning source. This contradicts the findings of the qualitative research as interviewees argued that they strongly connect a pharmacy with rather old and sick people and therefore do not want to spend too much time in a pharmacy to prevent getting infected. The author of this thesis argues that this quantitative research result can again be explained by the effect of participants trying to answer questions in the way they think it is “socially desirable” (Raab-Steiner & Benesch, 2012). As mentioned in the introduction chapter about the Austrian cosmetic market, Austria is a society in which individualism is supported and buying decisions are often based on individual personalities. Therefore, it can be argued that the respondents of the quantitative research might wanted to adhere to this social desirability of being independent of others and therefore did not want to admit that the “others shoppers” are influencing them.

5.5. Meaning Transfer from the Retailer Brands to the Manufacturer Brands

In this section the findings of the questions 9 to 20 will be discussed. First, the results of questions 9-12 will be analysed. These questions were built on 5-point Likert scales ranging from “not at all” to “to a very great extent”. The objective of these questions was to find out whether the retailer plays an important role in the creation of meaning towards a manufacturer brand and if so, to what extent. The accuracy of the results of question 5, namely that the retailer is only “slightly important” when building a meaning towards a manufacturer brand, can now be even further doubted with the results of these questions.

The majority of the respondents answered that the meanings of Vichy, La Roche-Posay and Lancôme would change to “a great extent” if they would be sold at the other retailer (so Vichy and La Roche-Posay in the perfumery and Lancôme in the pharmacy). Only with Biotherm the most given answer was “to some extent”. 61% of the participants answered that the meaning of La Roche-Posay and Lancôme would at least change “to a great extent”. Compared to this, 47% replied that the meaning of Vichy would at least change “to a great extent” and Biotherm generated only 31% in this regard. What should be mentioned when considering the results for Biotherm is that 22% of the respondents answered that if Biotherm was sold in a pharmacy, its meaning would change only “to a small extent”. When ranking the brands based on the generated means, Biotherm is the brand with the least change in meaning, followed by Vichy. The meanings of Lancôme and La Roche-Posay would change the most if these brands were sold at the other retailer. This supports the findings of the qualitative research. Biotherm and Vichy were considered as being brands that would suit both the pharmacy and the perfumery and the results of these questions in the quantitative research now confirm these ideas. However, some participants argued that Vichy would lose its “trust” when being sold in the perfumery. These concerns can be quantified by the fact that the mean as well as the mode of Vichy are higher compared to the ones of Biotherm.

Regarding Lancôme and La Roche-Posay, in the interviews participants argued that changing the retailer would completely change and even destroy the meanings of the brands since consumer would become extremely confused. They argued that the manufacturer brand’s meanings would not fit with the changed retailer brand meanings. This can be confirmed by the results of the questions in the quantitative research as the

majority of respondents answered that the different retailer would change the meanings of the brands “to a great extent”.

In order to support the findings of questions 9 – 12 a comparison will now be done between the meanings attributed to the manufacturer brands and the retailer brands. Therefore the findings of questions 1-4 and 6-7 are analysed. The author of this thesis has decided to focus on the direction of the skewness of the data, as this variable provides a general picture about the distribution of the answers (Field, 2005), meaning whether respondents tended to “agree” or “disagree”. The skewness can be compared because the same 5-point Likert scale ranging from “strongly agree” to “strongly disagree” was used. The aim is to find out which meanings of the brands are shared with which retailer and how a change might affect these meanings.

Vichy

	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
Vichy	+	+	+	-	-	+
Pharmacy	+	+	+	-	-	-
Perfumery	-	-	-	+	+	+

The table above shows the direction of the skewness (so whether it is positive or negative) of the answers about each meaning and brand. A positive skewness implies that there is a tendency in the answers towards “agree” and a negative skewness indicates that there is a tendency towards “disagree”.

Respondents answered that the meaning of Vichy would change to “a great extent” if the brand would be sold in perfumeries. The table above shows that the answers concerning the meanings “trust”, “natural beauty” and “health” were distributed on the “agree”-side, whereas the skewness of the other three meanings is negative and therefore most answers were given on the “disagree”-side of the Likert scale. When comparing the distribution of the answers of Vichy, the pharmacy and the perfumery, one can observe that Vichy and a pharmacy share the same tendency of data on all meanings, except “happiness”. When it comes to “happiness”, the majority of respondents “agreed” that Vichy and a perfumery represent “happiness”, however not a pharmacy. Therefore, it can be assumed that generally the meanings between Vichy and a pharmacy fit very well (five out of six similar distributions on the meanings). However, Vichy and a perfumery only share one direction

of skewness (with “happiness”) and therefore Vichy and a perfumery would not fit together and consumers would probably get confused. This result rejects the assumption that Vichy would fit perfectly to both retailers.

As discussed in the theory chapter, Heider’s Congruity Theory (1946) argues that humans desire consistency and in situations of two conflicting concepts, humans tend to adapt the variables in order to regain consistency. This theory can be considered to explain why respondents thought that the meaning of Vichy would change “to a great extent”. As there are five meanings that are contradictorily distributed between Vichy and the perfumery, these meanings would might be adopted in a way that Vichy would be more associated with the same meanings as the perfumery (so “temporary beauty”, “glamour”) and less with the meanings (“trust”, “natural beauty” and “health”) not shared with the perfumery.

Vichy is further associated with the meaning “happiness” although the pharmacy is not. As a result, it can be argued that the pharmacy is not a source of this manufacturer brand meaning, however other sources such as product design, own experiences or even advertising can be responsible for the meaning “happiness”. Thus, it must be mentioned that when discussing the various meanings it cannot be inferred yet whether the meanings are transferred from the retailer or from other brand meaning sources to the manufacturer brands.

La Roche-Posay

	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
La Roche-Posay	+	+	+	-	-	+
Pharmacy	+	+	+	-	-	-
Perfumery	-	-	-	+	+	+

As indicated in the table above, La Roche-Posay has the exact same direction of skewness as Vichy and therefore all thoughts and arguments used with Vichy can be applied here. The majority of respondents in the quantitative research answered that La Roche-Posay would also change “to a great extent”. As previously mentioned before, the skewness is even greater with La Roche-Posay and therefore respondents answered that the meaning of this brand would change stronger compared to Vichy.

Lancôme

	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
Lancôme	+	-	-	+	+	+
Pharmacy	+	+	+	-	-	-
Perfumery	-	-	-	+	+	+

This table shows that the answers towards five out of six meanings are similarly distributed regarding Lancôme and a perfumery. Only “trust” is associated with Lancôme and not with a perfumery. This is the same situation compared to Vichy and La Roche-Posay, but the meanings are differently distributed. The majority of the respondents in the online questionnaire answered that the meaning of Lancôme would change “to a great extent” and therefore the idea of Heider’s Congruity Theory (1946) can be applied here as well.

Biotherm

	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
Biotherm	+	+	+	-	-	+
Pharmacy	+	+	+	-	-	-
Perfumery	-	-	-	+	+	+

Only with Biotherm respondents answered that the meaning of the brand would change “to a small extent” if the brand would be sold in a pharmacy. This does not surprise when looking at the table above. Biotherm has the same direction of skewness on all meanings as Vichy and La Roche-Posay and therefore the meanings of the brand would not at all be contradictory to the meanings of the pharmacy. With the pharmacy Biotherm already shares five out of six meanings. These meanings must be elicited by other brand meaning sources, such as product design or recommendations.

After analysing what meanings the four manufacturer brands and the two retailers represent, followed by a discussion to what extent the meaning would change if the manufacturer brands switch retailer and subsequently trying to evaluate which meanings are shared with the retailers, a very important consideration emerged: Based on the previous questions it can not be told whether, in the situation where a manufacturer brand and a retailer brand share a meaning, this meaning is simply shared or if this meaning is actually transferred from the retailer brand to the manufacturer brand. As previously mentioned, manufacturer brands have several different sources of meaning and therefore it

can not be inferred whether the source of a meaning is the retailer or, for instance, an advertisement. In order to test which meanings are influenced or even transferred from the retailer to the manufacturer brands, questions 13 – 20 will now be analysed. The discussion will be structured brand by brand and within the brands only the meanings, which have been associated with the individual retailers (so the first three meanings for the perfumery and the last three for the pharmacy) will be analysed. The reason for discussing only three meanings is the assumption that only meanings which are attributed to a retailer can actually be transferred from this retailer.

Vichy

As Vichy is sold in the pharmacy, the majority of the participants “agreed” that the meanings “trust”, “natural beauty” and “health” are stronger associated with the brand. “Trust” has the lowest mean and therefore is the meaning which is transferred the most to Vichy, followed by “health” and “natural beauty”. If Vichy would be sold in a perfumery, most of the participants “agreed” that the brand would be associated more with “temporary beauty” and “glamour”. Interestingly, most respondents “disagreed” in question 1 that these meanings are associated with Vichy. Thus, one can assume that the meaning of Vichy would indeed change considerably if the brand was sold in a perfumery. This further supports the findings of question 9. Furthermore, respondents were mostly “undecided” whether the meaning “happiness” would be transferred to Vichy from the perfumery. In question 1 the mode concerning the meaning “happiness” was also “undecided”.

La Roche-Posay

Concerning La Roche-Posay most of the respondents “completely agreed” that the brand is more associated with the meaning of “health” and “trust” due to the pharmacy. Therefore, these meanings are even stronger transferred to La Roche-Posay than to Vichy. One reason for this result can be the fact that La Roche-Posay is often recommended by dermatologists and these doctors might be more connected to pharmacies and the meanings of “health” and “trust”. Moreover, in nearly all interviews of the qualitative research La Roche-Posay was regarded as the most trustful brand among the four brands. Mentioned sources of this meaning were, among others, the own experiences, the packaging (which is very clean and simple), the retailer as well as recommendations. Therefore, the author of this thesis argues that one reason why the meanings “trust” and “health” are more transferred from the pharmacy to La Roche-Posay than to Vichy is that other meaning sources also very much

represent these meanings and therefore there is a mutually reinforcing relationship between meaning sources. In contrast, some meaning sources of Vichy were in interviews described to transfer other meanings than the pharmacy, such as “prettiness” (for instance the testimonials and the packaging). Therefore, one can argue that in this situation the reciprocal reinforcement is missing. Meanings that are different from the ones being enforced by the pharmacy are very strong and thus the meanings from the pharmacy are less transferred to Vichy.

The majority of respondents further “agreed” that “natural beauty” is more associated with La Roche-Posay due to the pharmacy.

If La Roche-Posay was sold in a perfumery, the meanings “temporary beauty” and “glamour” would be more strongly transferred to the brand compared to “happiness”. This might be explained by the fact that “happiness” is less associated with a perfumery (see question 7) than the other two meanings and therefore “happiness” is also transferred less to the manufacturer brands.

Lancôme

Since Lancôme is sold in perfumeries, the meaning “glamour” is highly transferred from the perfumery to the brand. This might be again explained by the fact that in the qualitative research several respondents argued that Lancôme represents “glamour” due to various meaning sources, such as their testimonials from Hollywood, the luxurious packaging and the beautiful advertisements. Thus, the author of this thesis argues that again the meaning sources are mutually reinforcing themselves. Moreover, the majority of respondents “agreed” that “temporary beauty” and “happiness” is stronger associated with the brand due to the perfumery. In contrast, if Lancôme would be sold in a pharmacy, most of the participants “agreed” that all three meanings of the pharmacy would be transferred to Lancôme. These results might be explained by Heider’s Congruity Theory (1946).

Biotherm

As Biotherm is sold in perfumeries, the majority of the respondents “agreed” that all three perfumery-meanings are more strongly connected, with a quite similar magnitude, to the brand. However, in question 4 most respondents “disagreed” that the meanings “temporary beauty” and “glamour” are associated with Biotherm. The means in question 4 of “temporary beauty” and “glamour” are relatively similar, however the mean of “happiness” is considerably smaller, thereby indicating that Biotherm is associated with

“happiness”. However this strength of “happiness” is not elicited by the perfumery as all three meanings are transferred with a relative similar magnitude. The author of this thesis argues that this effect might again be explained by other brand meanings sources that either strengthen a meaning, such as “happiness”, or deteriorate meanings, such as “temporary beauty” and “glamour”.

If Biotherm was sold in a pharmacy, most of the respondents “agreed” that the three pharmacy-meanings would be transferred to the brand. Thus, based on the answers given one can conclude that all meanings under study are transferred from the retailers to Biotherm.

5.6. Meaning Sources of Retailer Brands Effecting the Manufacturer Brands

In the qualitative research, respondents had difficulties in describing which meaning sources of the retailer brands have effects on the manufacturer brands and if there are differences among the brands. Therefore, this topic was further addressed in the quantitative research with the questions 21 – 24. A 5-point Likert scale with a range from “very important” to “not at all important” has been used.

The answers generated for Vichy and La Roche-Posay are very similar (nearly the same mean and always the same mode) and are therefore discussed together. “Sales Personnel” has been identified as the most important meaning source, followed by the “product assortment”. Interestingly, when affecting the manufacturer brand meaning, the “location” and the “atmosphere” of the pharmacy is less important compared to the meaning of a retailer brand. Whereas the “atmosphere” has been for the majority of respondents “very important” as a source for a retailer, it has only been “important” for the meaning of the manufacturer brands. The “design” and the “other shoppers” are only “slightly important” for the majority of respondents when building their meaning towards the manufacturer brands.

For Lancôme similarly the “sales personnel” is the most important source of meaning, followed by “location”, “product assortment”, “design” and “atmosphere”, which are all equally “fairly important” for the majority of respondents. Only “other shoppers” are again only “slightly important”. Last but not least, regarding Biotherm there is no source that is “very important”, but all sources are approximately equally “fairly important”, except the “other shoppers”, which again generated a mode of “slightly important”.

In conclusion, significant differences between the manufacturer brands cannot be observed. Between the retailers, three sources of meanings were less important for the manufacturer brands sold in the pharmacy than in the perfumery: “design”, “location” and “atmosphere”. This clearly supports the ideas arisen in the qualitative research as participants argued that a perfumery was a shopping experience and that they felt special when going there. Moreover, they argued that the atmosphere was welcoming and they felt like princesses when being in a perfumery. Purchasing products there was a way of treating themselves and therefore they bought with the brands the atmosphere of the retailer for themselves. Moreover, prestigious locations might be more important for the brands in perfumeries compared to pharmacies because perfumeries have to represent this certain feeling of “being special” and “luxury”. Thus, the stores also have to be situated in appropriate locations. Compared to that respondents didn’t expect these feelings and meanings from a pharmacy.

5.7. Conclusion on Quantitative Research

In conclusion, when analysing the meaning towards a manufacturer brand it is decisive to consider the meaning transfer process between a retailer brand and a manufacturer brand not as a linear relationship between two variables. Instead it is important to examine the complexity of the relationship and recognize all other interplaying factors, such as other brand meanings based on other brand meaning sources. When analysing the data concerning the retailer brand meanings, the quantitative research supports the findings of the qualitative research.

What has been further proven by the quantitative research is that sometimes respondents give answers that are not coherent to previous answers. In question 5 the retailer was regarded as being only “slightly important”, however when asking specifically how the meaning of a manufacturer brand would change if the retailer had been switched, the meanings for three out of four manufacturer brands would change “to a great extent”. Moreover, when looking at the distribution of the answers, participants tended to answer the options in the centre, rather than on the outside. Thus, for instance “agree” was preferred over “strongly agree”. This tendency towards avoiding extremes has been further described by Raab-Steiner and Benesch (2012).

In general, it can be said that the generated data has a relatively low variability (small standard deviations) and therefore the generated answers present the reality well. What will follow now in Chapter 6 is a conclusion on the findings of both qualitative as well as quantitative research.

6. Discussion of Findings from Qualitative and Quantitative Research

The aim of this chapter is to summarize the findings of both qualitative and quantitative research as well as answering the stated research questions in chapter 2. The author of this thesis argues that both studies together generated enough findings in order to answer the research questions.

RQ1: What are the consumer's symbolic meanings towards a manufacturer brand, precisely Vichy, La Roche-Posay, Lancôme and Biotherm?

When talking generally about cosmetic brands in the qualitative research, respondents argued that for them these brands should most importantly elicit positive feelings, which can be based either on great rational performances or on emotional brand imageries (Keller, 2008). Skin and face care products were regarded as fulfilling functional needs. In contrast, make-up products were considered to target symbolic needs (Bhat & Reddy, 1998). Thus, especially make-up products such as eye shadows, mascaras and foundations, were used as tools to support the respondent's selves (self symbolism) and further to categorize them in society (social symbolism) (Elliott & Wattanasuwan, 1998). For instance, one respondent claimed that she liked to purchase expensive make-up products because they gave her a feeling of being fashionable and trend conscious (self symbolism) as well as exclusive and special by possessing products not all consumers can afford (social symbolism).

Moreover, make-up products helped the participants to change themselves and adopt them to their different roles in everyday life (Batey, 2008). For instance, one respondent, a young teacher, admitted that she liked to put on a lot of make-up when preparing for school in order to look older, smarter and more mature compared to the children she was

teaching. Thus, the products and brands gave her more self-confidence and helped her to change to the role of being a teacher.

Another interesting finding is that respondents based their opinions about the manufacturer brands highly on their personal experiences with the brand. The author of this thesis argues that their personal experiences functioned as conceptual filters through which they perceived the manufacturer brands (Ringberg & Reihlen, 2008). As a result, the meanings towards the brand were highly idiosyncratic and personal.

During the qualitative research many different associations and meanings have been identified with the manufacturer brands under study. The author of this thesis argues that all four brands have strong brand personalities (Aaker, 1997) because for every brand many personal traits have been identified. For instance, Biotherm was argued to present an active, naturally beautiful, young and sportive woman. When analysing the findings of the qualitative research, six dominant meanings were created. Three out of them (“trust”, “natural beauty” and “health”) were assumed to be associated with a pharmacy and the brands sold there. The other three (“temporary beauty”, “glamour” and “happiness”) were identified to be related to a perfumery and the brands sold there. These assumptions were then tested in the qualitative research. Vichy and La Roche-Posay are indeed mainly associated with “trust”, “natural beauty” and “health”. However, both brands also performed high on the meaning “happiness”. Lancôme was identified to be a typical perfumery brand as it is strongly related to “glamour”, “temporary beauty” and “happiness”. Additionally, the brand was associated with “trust”, although this meaning is not related to the perfumery. Finally, Biotherm was interestingly highly connected to “trust”, “natural beauty”, “health” and “happiness”. One of the main results of these findings is that manufacturer brands also represent meanings additionally to the ones transferred from the retailer. Therefore, other brand meaning sources are responsible for these manufacturer brand meanings. The aim of the second research question was to identify those other manufacturer brand meaning sources.

RQ2: Which meaning sources influence the symbolic meaning of manufacturer brands?

The qualitative research has generated several important sources of manufacturer brand meaning. In general, one of the main findings is that the consumers own experience plays a decisive role regarding cosmetic products. Since these products are applied on the skin, which is a very sensitive organism, it was important for the respondents to find products that their skin tolerated. Testing and experiencing the products on their skin has been regarded as a trustful source of manufacturer brand meaning. Moreover, every situation in which a respondent got in touch with the manufacturer brands was decisive. For instance, family members who were using Lancôme highly influenced the respondents' opinions of the brand. Thus, it can be verified with this research that companies have less control over their brands (Gensler et al., 2013) as consumers interpret the manufacturer brands individually based on their personal experiences. The importance of social media platforms has been identified in this research as rather low, as most respondents argued that personal face-to-face recommendations from trustworthy persons, such as sales personnel and friends, is more relevant for cosmetic products. Therefore, the retailers and their sales personnel also play an important role in the manufacturer brand meaning creation and therefore the meaning of retailer brands was addressed in the following research question.

RQ3: What are the consumer's symbolic meanings towards a retailer brand, precisely a pharmacy and a perfumery?

Generally, based on the research it can be argued that retailers are also brands and represent diverse meanings. As a result, consumers purchase also the concepts retailers are representing (Ariely & Norton, 2009). In the following the findings about the meanings of both pharmacies and retailers are going to be presented.

Consumers shop at pharmacies for a specific purpose. Participants argued that they don't go there just to shop around, but rather to fulfil certain needs. Buying something in a pharmacy is regarded as a necessity rather than an experience. Most interviewees argued to shop at pharmacies when they are sick and need medicine. This retailer is highly connected with the meaning of having and solving health problems, getting help and being taken care of. The products are perceived to be healthy and effective and respondents said that they

completely trust a pharmacy. Interestingly, participants tended to have one specific pharmacy to which they always go to, because they know they are in safe hands there. When testing the three meanings assumed to be related to a pharmacy, namely “trust”, “natural beauty” and “health”, in quantitative research, the results show that these three meanings are indeed highly connected to the pharmacy. Moreover, this retailer brand was performing rather poor on the other three perfumery-related meanings.

Perfumeries are perceived to be a place where consumers shop in order to have fun and feel good. Interviewees claimed to shop at perfumeries not for a specific purpose, but to shop around and get inspired by the atmosphere within the stores. Entering a perfumery is regarded as some sort of personal reward and treat, resulting in feelings of happiness. Concerning the three meanings assumed to be highly associated with a perfumery, namely “temporary beauty”, “glamour” and “happiness”, all meanings were strongly related to this retailer. Moreover, the three pharmacy-meanings were identified to not be associated with a perfumery.

According to Sirgy and Samli (1985) certain retailer images might be appropriate for specific product types. This has been verified by the fact that respondents associated only skin care and face care products with the pharmacy although Vichy and La Roche-Posay are just one of several brands who sell make-up products in the pharmacy. Moreover, skin care products were nearly forgotten when talking about the perfumery and its meanings. Thus, the product assortment has a strong influence on the retailer brand meaning and therefore research question four was about the meaning sources of a retailer brand.

RQ4: Which meaning sources influence the symbolic meaning of retailer brands?

When talking about cosmetic products, respondents argued that it is very important for them to get an appropriate, personal expert advice from sales personnel. Therefore, the most important source of retailer brand meaning was the sales personnel. Especially with skin and face care products respondents tended to be rather risk-averse and were therefore searching for an expert who knew what products were appropriate for their skin types. Moreover, the atmosphere of the retailer store has been regarded as being critical, followed by the product range. Pharmacies were perceived to be a trustworthy and health-enhancing retailer mainly due to its product range, which mostly includes medicine. Furthermore, the

location, the design of the stores as well as other shoppers have been identified to influence the retailer brand meaning creation.

RQ5: What are the consumer's symbolic meanings, which have been identified with the retailer brand and have been transferred to the manufacturer brands?

What has been clearly identified is that the retailer brand functions as a conceptual filter and lenses (Ringberg & Reihlen, 2008) through which consumers look, when perceiving a manufacturer brand. The magnitude of this filter depends on the previous experiences a consumer had with a manufacturer brand. When a consumer already had a well-established opinion about a manufacturer brand independently of the retailer, then the role of the retailer as a meaning provider is less significant compared to the situation when a consumer gets in contact with a manufacturer brand for the first time at a retailer.

Concerning the six identified meanings, the results of the quantitative research clearly show that most of them are elicited and strengthened by the retailers. Moreover, if the brands would change the retailer, their meanings would differ as well. However, the magnitude of this change depended on the brand. Whereas for Vichy, La Roche-Posay and Lancôme the meaning would change considerably, for Biotherm this change would only take place to some extent. This can be explained by the fact that the first three brands have closely the same relationship to the meanings as their retailers have. For instance, similar to the pharmacy, La Roche-Posay is highly associated with “trust”, “natural beauty” and “health” and only to a small extent identified with “temporary beauty” and “glamour”. Only “happiness” is a meaning that is connected to La Roche-Posay, but not to the pharmacy. It can be argued that this meaning is elicited by another manufacturer brand meaning source. In contrast, Biotherm already shares some meanings with a pharmacy and therefore the meaning of this manufacturer brand would not change considerably when being sold in a pharmacy.

As already mentioned, the meaning transfer process from a retailer brand to a manufacturer brand is considerably shaped by other brand meanings (and their sources) a manufacturer brand represents. Based on the research, two situations have been identified which best summarize the relationship between the meanings transferred from the retailer and the ones

based on other sources. The retailer brand and the other brand meaning sources can either share some meanings or can represent different meanings:

1. In case the meanings transferred from the retailer brand are the same or similar to the meanings based on other meanings sources, these meanings can reinforce each other and therefore strengthen the meaning transfer process. For instance, the meaning “health” is transferred from the pharmacy to Vichy and La Roche-Posay. However this meaning is transmitted in a stronger way to La Roche-Posay than to Vichy. The author of this thesis argues that this is the case because the meaning “health” is further transported to the brand by other brand meaning sources such as the product design and the advertisement. Therefore, the transfer from the pharmacy is supported by these other brand meaning sources.
2. The second scenario describes the situation when the brand meanings transmitted from the retailer brand are different to the meanings other brand meanings sources communicate. In this situation, three different effects can happen. Firstly, the meanings can be different, but don’t contradict each other. Biotherm is a good example in this regard as the brand represents meanings related to both the pharmacy, for instance “health”, and the perfumery, such as “happiness”. Secondly, the meanings can contradict each other and therefore produce consumer confusion. One respondent argued that Vichy is not a typical perfumery brand, because it is advertised so much. She believed when a brand is trustable and sold in a pharmacy, it does not have to be advertised. Therefore the meanings transported by the pharmacy and the advertising were contradictory. Thirdly, in order to avoid this confusion, consumers might adopt the magnitude of different meanings in order to have a situation of consistency (Heider, 1946). For instance, if Lancôme would be sold in a pharmacy, respondents argued that it’s meaning would change considerably. This might be the case because then consumers would strengthen the meanings the pharmacy represents for them, so for instance “natural beauty” and “trust”, and would thus pay less attention to brand meaning sources that communicate, for instance, “temporary beauty”. As a result, the meaning of Lancôme would change to a great extent.

In summary, it can be concluded that meaning is transferred from the retailer brand to the manufacturer brand, however the magnitude of this degree depends on the other meanings

the manufacturer brand represents. It is thus further important to know which meaning sources of the retailer brand affect the manufacturer brand meanings.

RQ6: Which of the previously identified meaning sources that influence the symbolic meaning of a retailer brand affect the symbolic meaning of a manufacturer brand?

The sales personnel was identified to be very important for almost all manufacturer brands. Only for Biotherm it was slightly important. Consumers discover regularly brands through sales personnel and therefore they have a high influence on the meaning of a manufacturer brand. Moreover, product assortment, location, design, atmosphere and other shoppers were important manufacturer brand meaning sources. Interestingly, design, location and atmosphere was less important for the manufacturer brands sold in pharmacies compared to perfumeries. This supports the findings that a perfumery has to present a shopping experience.

7. Limitations and Future Research

The majority of the limitations of this thesis lie in the research. First and foremost, the participant profile was very narrow and therefore targeting only a very small proportion of all Austrian cosmetic consumers. The author of this thesis assumes that different age groups might have resulted in completely different results as the meaning someone attributes to brands depends on one's own personality. For some younger consumers a lipstick might mean being "cool", "hip" and "fashionable", for consumers in their sixties this same product might represent "rebellion" or "crudeness". However, due to time constraints, the author of this thesis had to narrow down the target group.

Moreover, other countries might generate completely different results. As previously mentioned, a pharmacy is not designed and managed in the same way in every country. On the contrary, based on the experiences of the author of this thesis, a typical pharmacy in America is completely different compared to an Austrian pharmacy. Whereas in the US pharmacies are often included in a drugstore and are therefore relatively large, Austrian pharmacies tend to be relatively small, personal and are often even a family-business.

As the author of this thesis is interested in the cosmetic industry, the research of this thesis was limited to this industry. Nevertheless, it would be interesting to investigate the meaning transfer process additionally in other industries. This might lead to other important brand meanings and the meaning transfer process might look differently.

Another restriction of the research was the focus on female consumers. The four chosen brands mainly target female consumers and therefore this limitation is plausible. However, it would be further interesting to investigate the opinions of male customers about the manufacturer and retailer brands. Some respondents claimed that they felt like “princesses” when entering a perfumery. It would be interesting to then know if male consumers perceive a perfumery similarly.

During the qualitative research respondents sometimes had difficulties with expressing their feelings and opinions towards rather abstract concepts such as the meaning of a retailer brand. Therefore, participant observations (Saunders & Lewis & Thornhill, 2007) would have been an interesting additional method in order to generate insights. By accompanying persons to the retailer brands and observing their purchasing decision processes, new findings might have been discovered. Moreover, netnography (Kozinets, 2002) would have been a further way of discovering the deeper feelings consumers have towards brands by, for instance, interpreting postings on beauty blogs and forums.

As part of the quantitative research, one limitation was that only closed, structured questions with Likert scales were used. This has certainly limited the possibilities of the analysis as frequently used analysis tools such as chi square and Pearson Correlations Coefficient analyses (Raab-Steiner & Benesch, 2012) could not have been applied.

The findings about the meaning transfer process in chapter 6 might be additionally a good starting point for further research. It would be interesting to research in more detail the relative importance of the various meaning sources and how their relationship to each other might change depending on variables such as product type, number of meaning sources and meanings as such.

8. Conclusion

The objective of the present thesis and its studies was to investigate whether there is a meaning transfer process between retailer brands and manufacturer brands. Based on the author of this thesis' personal interest and experience in the Austrian cosmetic market, the research was concentrated around four manufacturer cosmetic brands, namely Vichy, La Roche-Posay, Lancôme and Biotherm, and two retailer brands, precisely a pharmacy and a perfumery.

First meanings towards the manufacturer and retailer brands were identified. The findings show that consumers do not purchase products, but brand meanings. Moreover, also retailers function as brands and thus symbolize meanings for consumers. Some of the most important meanings regarding the cosmetic brands were "health", "trust" and "happiness". Further, pharmacies were identified to symbolize the meanings "trust", "natural beauty" and "health", whereas perfumeries were regarded as representing "temporary beauty", "glamour" and "happiness".

Second in order to fully understand a brand meanings its sources had to be identified. Manufacturer brand meanings are often based on the personal experiences one makes and therefore it becomes difficult for brand managers to control that meaning as it resides in the mind of the consumers. Furthermore, the meaning of a brand is reinterpreted every time a consumer gets in contact with a brand. Regarding the retailer brand, sales personnel is the most important meaning source as they are the ones who consumers trust and turn to for expert advice about cosmetic brands.

Third it was proven that the meaning of retailer brands is transferred to manufacturer brands. However, the magnitude of this transfer depends on the meanings manufacturer brands additionally symbolize independently from the retailer brand. Whereas similar meanings might reinforce each other, contradicting meanings might lead to consumer confusion. Therefore, it is decisive for every brand manager to ensure that all consumer-brand touch-points, which can be controlled by the company, offer consistent manufacturer brand meanings.

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10. Appendices

Appendix 1: In-Depth Interview Lisa Weissinger Transcript – provided on CD

Appendix 2: In-Depth Interview Lisa Pöcho Transcript – provided on CD

Appendix 3: In-Depth Interview Marlies Walla Transcript – provided on CD

Appendix 4: Focus Group 1 Transcript – provided on CD

Appendix 5: Focus Group 2 Transcript – provided on CD

Appendix 6: Image Pictures of Manufacturer Brands and Retailers

Appendix 7: Pictures of Women

Appendix 8: Results of Picture Sorting

Appendix 9: Labels identified in Qualitative Research - provided on CD

Appendix 10: Picture of Facebook Group for Online Questionnaire

Appendix 11: Questions for Online Questionnaire

Appendix 12: SPSS Analysis of Online Questionnaire

Appendix 6: Image Pictures of Manufacturer Brands and Retailers

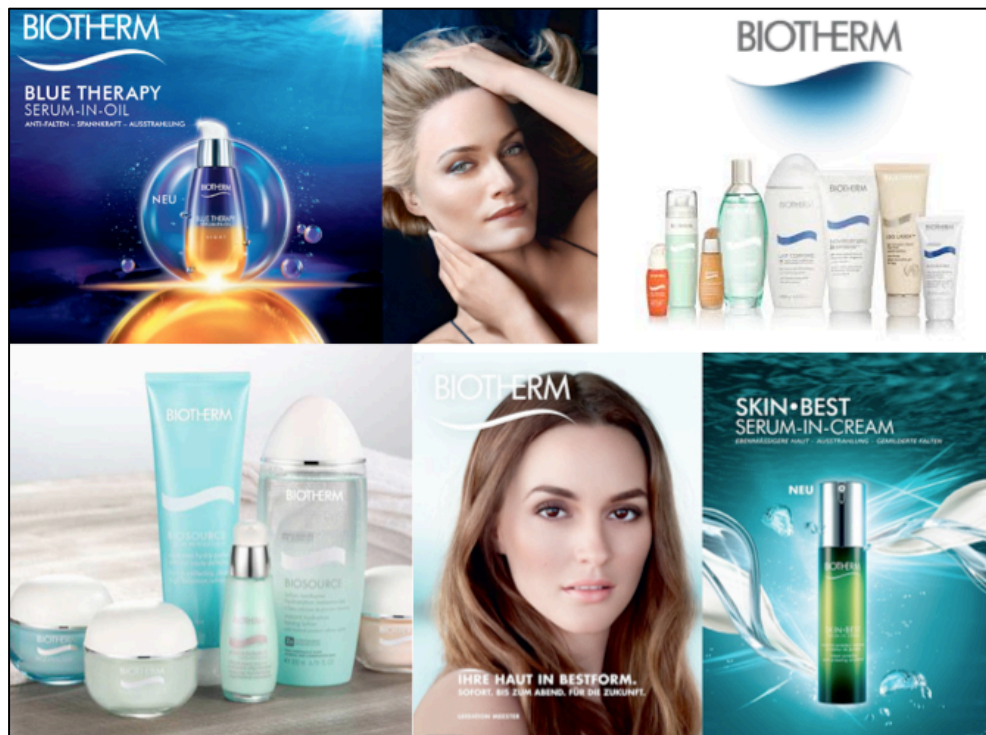
VICHY



LA ROCHE-POSAY



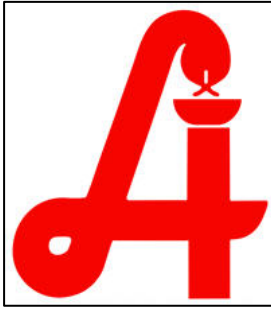
BIOThERM



LANCÔME



PHARMACY



PERFUMERY



Marionnaud

Appendix 7: Pictures of Women



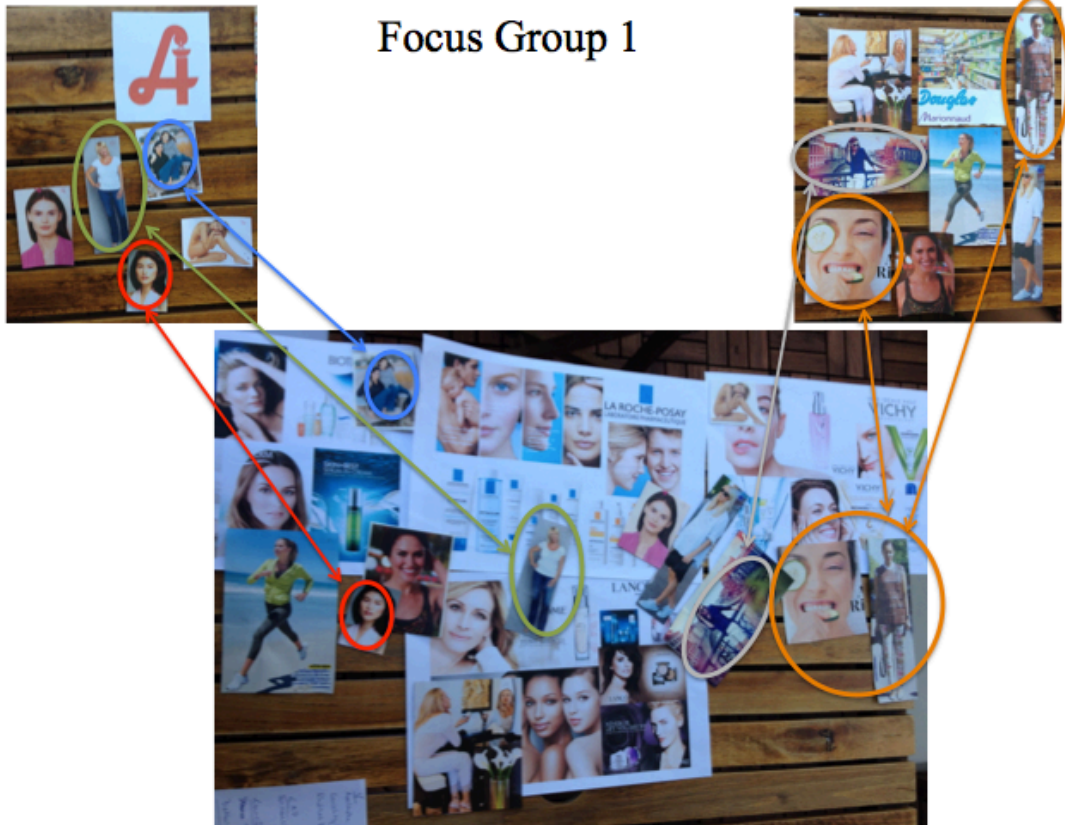
Appendix 8: Results of Picture Sorting

Focus Group 1



Focus Group 1





Focus Group 2



Focus Group 2



Focus Group 2



In-Depth Interview Lisa Weissinger



In-Depth Interview Lisa Weissinger



In-Depth Interview Lisa Weissinger



In-Depth Interview Lisa Pöcho

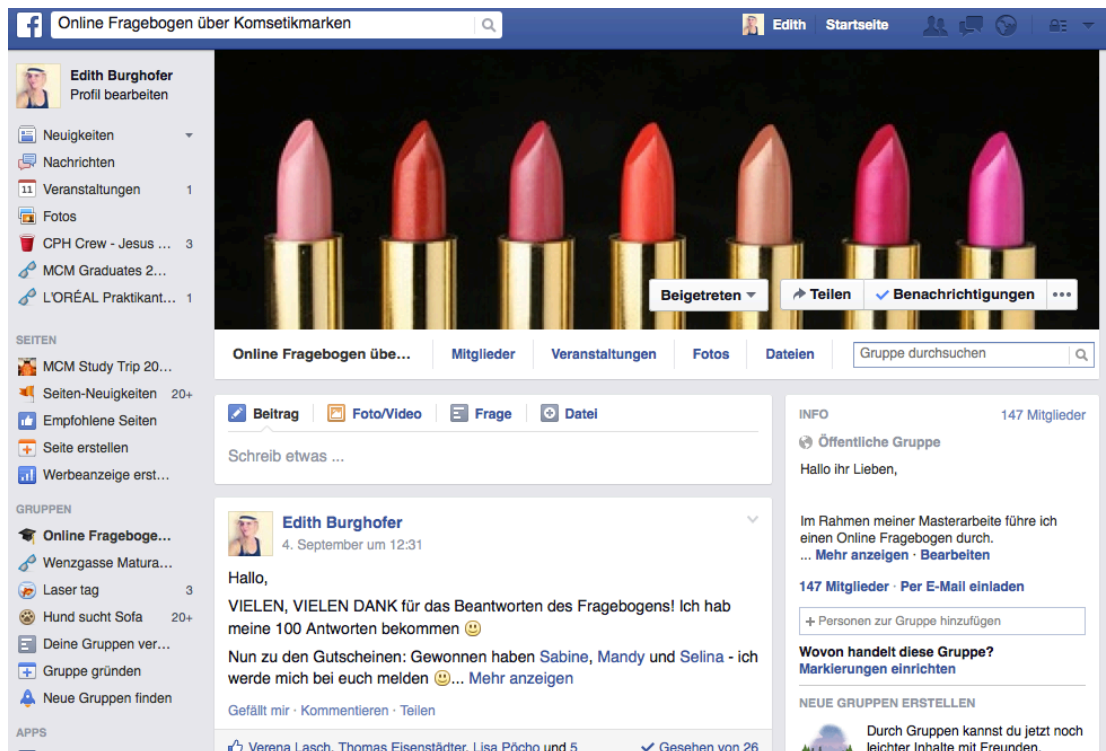


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In-Depth Interview Marlies Walla



Appendix 10: Picture of Facebook Group for Online Questionnaire



Appendix 11: Questions for Online Questionnaire

Introduction:

Hello, my name is Edith and I am conducting a research about cosmetic products for my Master Thesis at the Copenhagen Business School. I would be very happy if you could take a couple of minutes to fill out my questionnaire. There are no right or wrong answer and please try to answer every single question. Your answers will be anonymously analysed and only be used for the Master Thesis.

There are a few perquisites:

- Are you currently living in Austria?
- Are you female between 20 to 35 years old?

If your answers to all of these questions are “**yes**”, then please start the questionnaire.

If one of your answers is “**no**”, then thank you very much for your effort, but unfortunately you are not part of this research’s group of interest.

Thank you very much in advance!

I am looking forward to your answers,

Edith

Manufacturer brand meaning / RQ1

1) What does the cosmetic brand VICHY mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					
Happiness					

2) What does the cosmetic brand LA ROCHE POSAY mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					

Happiness					
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3) What does the cosmetic brand LANCÔME mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					
Happiness					

4) What does the cosmetic brand BIOTHERM mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					
Happiness					

Sources of manufacturer brand meaning / RQ 2

5) How important are the following items when building your own opinion about a cosmetic brand?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product Design					
Recommendations					
Own experiences					
Advertisement					
Retailer					

Retailer brand meaning / RQ 3

6) What does a pharmacy mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					

Happiness					
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7) What does a perfumery mean to you?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Trust					
Natural beauty					
Health					
Temporary beauty					
Glamour					
Happiness					

Sources of retailer brand meaning / RQ 4

8) How important are for you the following items when building your own opinion about a retailer?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product range					
Sales Personnel					
Location					
Design of store					
Atmosphere					
Other shoppers					

BRAND / RETAILER MEANING RELATIONSHIP / RQ5

9) Vichy is sold in pharmacies. If Vichy would be sold in the perfumery to what extent would this change the brand's symbolic meaning?

- ☐ Not at all
- ☐ To a small extent
- ☐ To some extent
- ☐ To a great extent
- ☐ To a very great extent

10) LA ROCHE POSAY is sold in pharmacies. If LA ROCHE POSAY would be sold in the perfumery to what extent would this change the brand's symbolic meaning?

- ☐ Not at all
- ☐ To a small extent
- ☐ To some extent
- ☐ To a great extent
- ☐ To a very great extent

11) LANCÔME is sold in perfumeries. If LANCÔME would be sold in the pharmacy to what extent would this change the brand's symbolic meaning?

- ☐ Not at all
- ☐ To a small extent
- ☐ To some extent
- ☐ To a great extent
- ☐ To a very great extent

12) BIODERMA is sold in perfumeries. If BIODERMA would be sold in the pharmacy to what extent would this change the brand's symbolic meaning?

- ☐ Not at all
- ☐ To a small extent
- ☐ To some extent
- ☐ To a great extent
- ☐ To a very great extent

13) Please indicate your position about the following statements concerning VICHY:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
As VICHY is sold in pharmacies, the meaning of "trust" becomes stronger associated with the brand.					
As VICHY is sold in pharmacies, the meaning of "natural beauty" becomes stronger associated with the brand.					
As VICHY is sold in pharmacies, the meaning of "health" becomes stronger associated with the brand.					
As VICHY is sold in pharmacies, the meaning of "temporary beauty" becomes stronger associated with the brand.					
As VICHY is sold in pharmacies, the meaning of "glamour" becomes stronger associated with the brand.					
As VICHY is sold in pharmacies, the meaning of "happiness" becomes stronger associated with the brand.					

14) Please indicate your position about the following statements concerning VICHY:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
If VICHY was sold in perfumeries, the meaning of "natural beauty" would become stronger associated with the brand.					

If VICHY was sold in perfumeries, the meaning of “health” would become stronger associated with the brand.					
If VICHY was sold in perfumeries, the meaning of “temporary beauty” would become stronger associated with the brand.					
If VICHY was sold in perfumeries, the meaning of “glamour” would become stronger associated with the brand.					
If VICHY was sold in perfumeries, the meaning of “happiness” would become stronger associated with the brand.					

15) Please indicate your position about the following statements concerning LA ROCHE POSAY:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
As LA ROCHE POSAY is sold in pharmacies, the meaning of “trust” becomes stronger associated with the brand.					
As LA ROCHE POSAY is sold in pharmacies, the meaning of “natural beauty” becomes stronger associated with the brand.					
As LA ROCHE POSAY is sold in pharmacies, the meaning of “health” becomes stronger associated with the brand.					
As LA ROCHE POSAY is sold in pharmacies, the meaning of “temporary beauty” becomes stronger associated with the brand.					
As LA ROCHE POSAY is sold in pharmacies, the meaning of “glamour” becomes stronger associated with the brand.					
As LA ROCHE POSAY is sold in pharmacies, the meaning of “happiness” becomes stronger associated with the brand.					

16) Please indicate your position about the following statements concerning LA ROCHE POSAY:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
If LA ROCHE POSAY was sold in perfumeries, the meaning of “trust” would become stronger associated with the brand.					
If LA ROCHE POSAY was sold in perfumeries, the meaning of “natural beauty” would become stronger associated with the brand.					
If LA ROCHE POSAY was sold in perfumeries, the meaning of “health” would become stronger associated with the brand.					
If LA ROCHE POSAY was sold in perfumeries, the meaning of “temporary beauty” would become stronger associated with the brand.					
If LA ROCHE POSAY was sold in perfumeries, the meaning of “glamour” would become stronger associated with the brand.					
If LA ROCHE POSAY was sold in perfumeries, the meaning of “happiness” would become stronger associated with the brand.					

17) Please indicate your position about the following statements concerning LANCÔME:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
As LANCÔME is sold in perfumeries, the meaning of “trust” becomes stronger associated with the brand.					
As LANCÔME is sold in perfumeries, the meaning of “natural beauty” becomes stronger associated with the brand.					
As LANCÔME is sold in perfumeries, the meaning of “health” becomes stronger associated with the brand.					
As LANCÔME is sold in perfumeries, the meaning of “temporary beauty” becomes stronger associated with the brand.					
As LANCÔME is sold in perfumeries, the meaning of “glamour” becomes stronger associated with the brand.					

As LANCÔME is sold in perfumeries, the meaning of “happiness” becomes stronger associated with the brand.					
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18) Please indicate your position about the following statements concerning LANCÔME:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
If LANCÔME was sold in pharmacies, the meaning of “trust” would become stronger associated with the brand.					
If LANCÔME was sold in pharmacies, the meaning of “natural beauty” would become stronger associated with the brand.					
If LANCÔME was sold in pharmacies, the meaning of “health” would become stronger associated with the brand.					
If LANCÔME was sold in pharmacies, the meaning of “temporary beauty” would become stronger associated with the brand.					
If LANCÔME was sold in pharmacies, the meaning of “glamour” would become stronger associated with the brand.					
If LANCÔME was sold in pharmacies, the meaning of “happiness” would become stronger associated with the brand.					

19) Please indicate your position about the following statements concerning BIOTHERM:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
As BIOTHERM is sold in perfumeries, the meaning of “trust” becomes stronger associated with the brand.					
As BIOTHERM is sold in perfumeries, the meaning of “natural beauty” becomes stronger associated with the brand.					
As BIOTHERM is sold in perfumeries, the meaning of “health” becomes stronger associated with the brand.					
As BIOTHERM is sold in perfumeries, the meaning of “temporary beauty” becomes stronger associated with the brand.					
As BIOTHERM is sold in perfumeries, the meaning of “glamour” becomes stronger associated with the brand.					
As BIOTHERM is sold in perfumeries, the					

meaning of “happiness” becomes stronger associated with the brand.					
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20) Please indicate your position about the following statements concerning BIOTHERM:

	Strongly agree	Agree	Un-decided	Disagree	Strongly disagree
If BIOTHERM was sold in pharmacies, the meaning of “trust” would become stronger associated with the brand.					
If BIOTHERM was sold in pharmacies, the meaning of “natural beauty” would become stronger associated with the brand.					
If BIOTHERM was sold in pharmacies, the meaning of “health” would become stronger associated with the brand.					
If BIOTHERM was sold in pharmacies, the meaning of “temporary beauty” would become stronger associated with the brand.					
If BIOTHERM was sold in pharmacies, the meaning of “glamour” would become stronger associated with the brand.					
If BIOTHERM was sold in pharmacies, the meaning of “happiness” would become stronger associated with the brand.					

Sources of meaning of retailer brand which are important for manufacturer brand meaning / RQ 6

21) VICHY is sold in a pharmacy. How important are for you the following elements of the pharmacy when building your opinion about VICHY?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product range of pharmacy					
Sales Personnel in pharmacy					
Location of pharmacy					
Design of pharmacy					
Atmosphere in pharmacy					
Other shoppers in pharmacy					

22) LA ROCHE POSAY is sold in a pharmacy. How important are for you the following elements of the pharmacy when building your opinion about LA ROCHE POSAY?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product range of pharmacy					
Sales Personnel in pharmacy					
Location of pharmacy					
Design of pharmacy					
Atmosphere in pharmacy					
Other shoppers in pharmacy					

23) LANCÔME is sold in a perfumery. How important are for you the following elements of the perfumery when building your opinion about LANCÔME?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product range of perfumery					
Sales Personnel in perfumery					
Location of perfumery					
Design of perfumery					
Atmosphere in perfumery					
Other shoppers in perfumery					

24) BIOTHERM is sold in a perfumery. How important are for you the following elements of the perfumery when building your opinion about BIOTHERM?

	Very important	Fairly important	Important	Slightly important	Not at all important
Product range of perfumery					
Sales Personnel in perfumery					
Location of perfumery					
Design of					

perfumery					
Atmosphere in perfumery					
Other shoppers in perfumery					

Thank you very much for your time and answering my online questionnaire!

Among all participants, three 20 euros gift cards of a well-known, Austrian perfumery chain will be given away.

If you want to participate, please fill out the following information. In case you win one of three gift cards, you will be contacted via e-mail.

Again: Thank you very much!

Edith

Name:

E-Mail address:

Appendix 12: SPSS Analysis of Online Questionnaire

1. Manufacturer Brand Meaning

1.1 TRUST

Manufacturer Brand Meaning Trust				
	Vichy Trust	LRP Trust	Lancome Trust	Biotherm Trust
N	Valid Missing	101 0	101 0	101 0
Mean		1,8515	2,4257	1,9505
Median		2,0000	2,0000	2,0000
Mode		2,00	2,00	2,00
Std. Deviation		,84514	,92029	,93141
Skewness		1,251	1,153	1,388
Minimum		1,00	1,00	1,00
Maximum		5,00	5,00	5,00

Vichy Trust				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	14,9	14,9	14,9
Completely agree				
Agree	62	61,4	61,4	76,2
Undecided	17	16,8	16,8	93,1
Disagree	4	4,0	4,0	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

La Roche Posay Trust

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	45	44,6	44,6	44,6
Agree	32	31,7	31,7	76,2
Undecided	21	20,8	20,8	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

Lancome Trust

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	12	11,9	11,9	11,9
Agree	49	48,5	48,5	60,4
Undecided	28	27,7	27,7	88,1
Disagree	9	8,9	8,9	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

Biotherm Trust

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	32	31,7	31,7	31,7
Agree	53	52,5	52,5	84,2
Undecided	8	7,9	7,9	92,1
Disagree	5	5,0	5,0	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

1.2. NATURAL BEAUTY

Manufacturer Brand Meaning Natural Beauty				
	Vichy Natural Beauty	LRP Natural Beauty	Lancome Natural Beauty	Biotherm Natural Beauty
N	Valid Missing	101 0	101 0	101 0
Mean	2,2871	2,2574	3,2475	1,8713
Median	2,0000	2,0000	3,0000	2,0000
Mode	2,00	2,00	4,00	2,00
Std. Deviation	1,01328	1,01640	,98393	,84455
Skewness	,982	,452	-,519	1,571
Minimum	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00

Vichy Natural Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	17,8	17,8	17,8
Completely agree				
Agree	55	54,5	54,5	72,3
Undecided	13	12,9	12,9	85,1
Disagree	11	10,9	10,9	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

LRP Natural Beauty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	27	26,7	26,7	26,7
Agree	34	33,7	33,7	60,4
Undecided	29	28,7	28,7	89,1
Disagree	9	8,9	8,9	98,0
Strongly disagree	2	2,0	2,0	100,0
Total	101	100,0	100,0	

Lancome Natural Beauty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	6	5,9	5,9	5,9
Agree	15	14,9	14,9	20,8
Undecided	34	33,7	33,7	54,5
Disagree	40	39,6	39,6	94,1
Strongly disagree	6	5,9	5,9	100,0
Total	101	100,0	100,0	

Biotherm Natural Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	33	32,7	32,7	32,7
Agree	55	54,5	54,5	87,1
Undecided	9	8,9	8,9	96,0
Disagree	1	1,0	1,0	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

1.3. HEALTH

Manufacturer Brand Meaning Health				
	Vichy Health	LRP Health	Lancome Health	Biotherm Health
N	Valid Missing	101 0	101 0	101 0
Mean	2,2574	1,8119	3,4356	2,1683
Median	2,0000	2,0000	4,0000	2,0000
Mode	2,00	1,00	4,00	2,00
Std. Deviation	,97625	,99712	1,02387	1,01064
Skewness	,906	1,315	-,450	1,077
Minimum	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00

Vichy Health

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	20	19,8	19,8	19,8
Agree	49	48,5	48,5	68,3
Undecided	22	21,8	21,8	90,1
Disagree	6	5,9	5,9	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

LRP Health

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	49	48,5	48,5	48,5
Agree	31	30,7	30,7	79,2
Undecided	15	14,9	14,9	94,1
Disagree	3	3,0	3,0	97,0
Strongly disagree	3	3,0	3,0	100,0
Total	101	100,0	100,0	

Lancone Health				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	4	4,0	4,0	4,0
Agree	15	14,9	14,9	18,8
Undecided	28	27,7	27,7	46,5
Disagree	41	40,6	40,6	87,1
Strongly disagree	13	12,9	12,9	100,0
Total	101	100,0	100,0	

Biotherm Health				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	25	24,8	24,8	24,8
Agree	48	47,5	47,5	72,3
Undecided	19	18,8	18,8	91,1
Disagree	4	4,0	4,0	95,0
Strongly disagree	5	5,0	5,0	100,0
Total	101	100,0	100,0	

1.4. TEMPORARY BEAUTY

Manufacturer Brand Meaning Temporary Beauty					
	Vichy Temporary Beauty	LRP Temporary Beauty	Lancome Temporary Beauty	Biotherm Temporary Beauty	
N	Valid Missing	101 0	101 0	101 0	101 0
Mean		3,3861	3,5149	2,2475	3,0792
Median		4,0000	4,0000	2,0000	3,0000
Mode		4,00	4,00	2,00	4,00
Std. Deviation		,97949	,92319	1,06213	1,05530
Skewness		-,455	-,511	,815	-,317
Minimum		1,00	1,00	1,00	1,00
Maximum		5,00	5,00	5,00	5,00

Vichy Temporary Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	4,0	4,0	4,0
Completely agree				
Agree	14	13,9	13,9	17,8
Undecided	32	31,7	31,7	49,5
Disagree	41	40,6	40,6	90,1
Strongly disagree	10	9,9	9,9	100,0
Total	101	100,0	100,0	

LRP Temporary Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	3	3,0	3,0	3,0
Agree	9	8,9	8,9	11,9
Undecided	34	33,7	33,7	45,5
Disagree	43	42,6	42,6	88,1
Strongly disagree	12	11,9	11,9	100,0
Total	101	100,0	100,0	

Lancome Temporary Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	25	24,8	24,8	24,8
Agree	44	43,6	43,6	68,3
Undecided	18	17,8	17,8	86,1
Disagree	10	9,9	9,9	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

Biotherm Temporary Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	8	7,9	7,9	7,9
Agree	23	22,8	22,8	30,7
Undecided	28	27,7	27,7	58,4
Disagree	37	36,6	36,6	95,0
Strongly disagree	5	5,0	5,0	100,0
Total	101	100,0	100,0	

1.5. GLAMOUR

Manufacturer Brand Meaning Glamour				
	Vichy Glamour	LRP Glamour	Lancome Glamour	Biotherm Glamour
N	Valid Missing	101 0	101 0	101 0
Mean	3,4950	3,7921	1,5743	3,1683
Median	4,0000	4,0000	1,0000	3,0000
Mode	4,00	4,00	1,00	4,00
Std. Deviation	1,13687	1,07067	,96277	1,08692
Skewness	-,446	-,720	2,186	-,057
Minimum	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00

Vichy Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	4	4,0	4,0	4,0
Agree	21	20,8	20,8	24,8
Undecided	16	15,8	15,8	40,6
Disagree	41	40,6	40,6	81,2
Strongly disagree	19	18,8	18,8	100,0
Total	101	100,0	100,0	

LRP Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	3	3,0	3,0	3,0
Agree	11	10,9	10,9	13,9
Undecided	19	18,8	18,8	32,7
Disagree	39	38,6	38,6	71,3
Strongly disagree	29	28,7	28,7	100,0
Total	101	100,0	100,0	

Lancome Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	63	62,4	62,4	62,4
Agree	28	27,7	27,7	90,1
Undecided	4	4,0	4,0	94,1
Disagree	2	2,0	2,0	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

Biotherm Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	4	4,0	4,0	4,0
Agree	30	29,7	29,7	33,7
Undecided	22	21,8	21,8	55,4
Disagree	35	34,7	34,7	90,1
Strongly disagree	10	9,9	9,9	100,0
Total	101	100,0	100,0	

1.6. HAPPINESS

Manufacturer Brand Meaning Happiness				
	Vichy Happiness	LRP Happiness	Lancome Happiness	Biotherm Happiness
N	Valid Missing	101 0	101 0	101 0
Mean	2,8911	2,9307	2,2475	2,4455
Median	3,0000	3,0000	2,0000	2,0000
Mode	3,00	3,00	2,00	2,00
Std. Deviation	,99901	,95139	1,06213	1,00474
Skewness	,161	,140	,764	,575
Minimum	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00

Vichy Happiness				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	7	6,9	6,9	6,9
Agree	29	28,7	28,7	35,6
Undecided	39	38,6	38,6	74,3
Disagree	20	19,8	19,8	94,1
Strongly disagree	6	5,9	5,9	100,0
Total	101	100,0	100,0	

LRP Happiness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	5	5,0	5,0	5,0
Agree	29	28,7	28,7	33,7
Undecided	40	39,6	39,6	73,3
Disagree	22	21,8	21,8	95,0
Strongly disagree	5	5,0	5,0	100,0
Total	101	100,0	100,0	

Lancome Happiness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	26	25,7	25,7	25,7
Agree	41	40,6	40,6	66,3
Undecided	21	20,8	20,8	87,1
Disagree	9	8,9	8,9	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

Biotherm Happiness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	16	15,8	15,8	15,8
Agree	42	41,6	41,6	57,4
Undecided	29	28,7	28,7	86,1
Disagree	10	9,9	9,9	96,0
Strongly disagree	4	4,0	4,0	100,0
Total	101	100,0	100,0	

CONCLUSION ON EACH BRAND

Vichy

Statistics

	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
N	101	101	101	101	101	101
Valid						
Missing	0	0	0	0	0	0
Mean	2,1881	2,2871	2,2574	3,3861	3,4950	2,8911
Median	2,0000	2,0000	2,0000	4,0000	4,0000	3,0000
Mode	2,00	2,00	2,00	4,00	4,00	3,00
Std. Deviation	,84514	1,01328	,97625	,97949	1,13687	,99901

Skewness	1,251	,982	,906	-,455	-,446	,161
Minimum	1,00	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	5,00	5,00

La Roche Posay

	Statistics					
	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
N	101	101	101	101	101	101
Valid						
Missing	0	0	0	0	0	0
Mean	1,8515	2,2574	1,8119	3,5149	3,7921	2,9307
Median	2,0000	2,0000	2,0000	4,0000	4,0000	3,0000
Mode	1,00	2,00	1,00	4,00	4,00	3,00
Std. Deviation	,95274	1,01640	,99712	,92319	1,07067	,95139
Skewness	1,153	,452	1,315	-,511	-,720	,140
Minimum	1,00	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	5,00	5,00

Lancôme

	Statistics					
	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
N	101	101	101	101	101	101
Valid						
Missing	0	0	0	0	0	0
Mean	2,4257	3,2475	3,4356	2,2475	1,5743	2,2475
Median	2,0000	3,0000	4,0000	2,0000	1,0000	2,0000
Mode	2,00	4,00	4,00	2,00	1,00	2,00

Std. Deviation	,92029	,98393	1,02387	1,06213	,96277	1,06213
Skewness	,694	-,519	-,450	,815	2,186	,764
Minimum	1,00	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	5,00	5,00

Biotherm

Statistics						
	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happy
N	101 Valid Missing	101 0	101 0	101 0	101 0	101 0
Mean	1,9505	1,8713	2,1683	3,0792	3,1683	2,4455
Median	2,0000	2,0000	2,0000	3,0000	3,0000	2,0000
Mode	2,00	2,00	2,00	4,00	4,00	2,00
Std. Deviation	,93141	,84455	1,01064	1,05530	1,08692	1,00474
Skewness	1,388	1,571	1,077	-,317	-,057	,575
Std. Error of Skewness	,240	,240	,240	,240	,240	,240
Minimum	1,00	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	5,00	5,00

2. Sources of Manufacturer Brand Meaning

Statistics					
	Product Design	Recommendations	Own experience	Advertisement	Retailer
N	101	101	101	101	101
Valid	0	0	0	0	0
Missing					
Mean	2,4752	1,6436	1,2079	3,1485	3,3465
Median	2,0000	1,0000	1,0000	3,0000	3,0000
Mode	2,00	1,00	1,00	4,00	4,00
Std. Deviation	,90104	,81956	,49632	1,01377	1,00435
Skewness	,075	1,082	2,397	-,187	-,565
Minimum	1,00	1,00	1,00	1,00	1,00
Maximum	4,00	4,00	3,00	5,00	5,00

Product Design			
	Frequency	Percent	Cumulative Percent
Valid	14	13,9	13,9
Very important			
Fairly important	39	38,6	52,5
Important	34	33,7	86,1
Slightly important	14	13,9	100,0
Total	101	100,0	100,0

Recommendations				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	55	54,5	54,5	54,5
Fairly important	30	29,7	29,7	84,2
Important	13	12,9	12,9	97,0
Slightly important	3	3,0	3,0	100,0
Total	101	100,0	100,0	

Own experience				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	84	83,2	83,2	83,2
Fairly important	13	12,9	12,9	96,0
Important	4	4,0	4,0	100,0
Total	101	100,0	100,0	

Advertisement				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	5	5,0	5,0	5,0
Fairly important	23	22,8	22,8	27,7
Important	32	31,7	31,7	59,4
Slightly important	34	33,7	33,7	93,1
Not at all important	7	6,9	6,9	100,0

Perfumery						
	Trust	Natural Beauty	Health	Temporary Beauty	Glamour	Happiness
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0
Mean	2,7624	3,1485	3,7327	1,8614	1,7129	2,1089
Median	3,0000	3,0000	4,0000	2,0000	2,0000	2,0000
Mode	3,00	4,00	4,00	2,00	2,00	2,00
Std. Deviation	,86196	,87620	,54573	,78778	,77893	,92629
Skewness	-,186	-,660	-1,958	,878	1,201	,396
Minimum	1,00	1,00	2,00	1,00	1,00	1,00
Maximum	4,00	4,00	4,00	4,00	4,00	4,00

TRUST

Pharmacy Trust				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	69	68,3	68,3	68,3
Completely agree	29	28,7	28,7	97,0
Agree	2	2,0	2,0	99,0
Undecided	1	1,0	1,0	100,0
Disagree	101	100,0	100,0	
Total				

Perfumery Trust

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	7	6,9	6,9	6,9
Agree	31	30,7	30,7	37,6
Undecided	42	41,6	41,6	79,2
Disagree	21	20,8	20,8	100,0
Total	101	100,0	100,0	

NATURAL BEAUTY

Pharmacy Natural Beauty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	24	23,8	23,8	23,8
Agree	34	33,7	33,7	57,4
Undecided	21	20,8	20,8	78,2
Disagree	22	21,8	21,8	100,0
Total	101	100,0	100,0	

Perfumery Natural Beauty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	4	4,0	4,0	4,0
Agree	20	19,8	19,8	23,8
Undecided	34	33,7	33,7	57,4
Disagree	43	42,6	42,6	100,0
Total	101	100,0	100,0	

HEALTH

Pharmacy Health				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	80	79,2	79,2	79,2
Agree	17	16,8	16,8	96,0
Undecided	3	3,0	3,0	99,0
Disagree	1	1,0	1,0	100,0
Total	101	100,0	100,0	

Perfumery Health				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Agree	5	5,0	5,0	5,0
Undecided	17	16,8	16,8	21,8

	Disagree	79	78,2	78,2	100,0
	Total	101	100,0	100,0	100,0

TEMPORARY BEAUTY

Pharmacy Temporary Beauty					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely agree	3	3,0	3,0	3,0
	Agree	5	5,0	5,0	7,9
	Undecided	30	29,7	29,7	37,6
	Disagree	63	62,4	62,4	100,0
	Total	101	100,0	100,0	

Perfumery Temporary Beauty					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely agree	34	33,7	33,7	33,7
	Agree	52	51,5	51,5	85,1
	Undecided	10	9,9	9,9	95,0
	Disagree	5	5,0	5,0	100,0
	Total	101	100,0	100,0	

GLAMOUR

Pharmacy Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Agree	3	3,0	3,0	3,0
Undecided	7	6,9	6,9	9,9
Disagree	91	90,1	90,1	100,0
Total	101	100,0	100,0	

Perfumery Glamour				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	44	43,6	43,6	43,6
Agree	47	46,5	46,5	90,1
Undecided	5	5,0	5,0	95,0
Disagree	5	5,0	5,0	100,0
Total	101	100,0	100,0	

HAPPINESS

Pharmacy Happiness				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	2	2,0	2,0	2,0
Agree	12	11,9	11,9	13,9

Undecided	27	26,7	26,7	40,6
Disagree	60	59,4	59,4	100,0
Total	101	100,0	100,0	

Perfumery Happiness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Completely agree	30	29,7	29,7	29,7
Agree	38	37,6	37,6	67,3
Undecided	25	24,8	24,8	92,1
Disagree	8	7,9	7,9	100,0
Total	101	100,0	100,0	

4. Sources of Retailer Brand Meaning

Statistics					
	Product range	Sales personnel	Location	Design of the store	Atmosphere
N	Valid Missing	101 0	101 0	101 0	101 0
Mean	1,8614	1,7624	2,2970	2,4554	1,7327
Median	2,0000	2,0000	2,0000	2,0000	1,0000
Mode	2,00	1,00	2,00	3,00	1,00
Std. Deviation	,83701	,91813	1,05399	,99524	,89321
Skewness	,686	1,126	,421	,094	1,158
					-,554

Minimum	1,00	1,00	1,00	1,00	1,00	1,00
Maximum	4,00	5,00	5,00	5,00	5,00	5,00

Product range

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	39	38,6	38,6	38,6
Fairly important	41	40,6	40,6	79,2
Important	17	16,8	16,8	96,0
Slightly important	4	4,0	4,0	100,0
Total	101	100,0	100,0	

Sales personnel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50	49,5	49,5	49,5
Fairly important	31	30,7	30,7	80,2
Important	15	14,9	14,9	95,0
Slightly important	4	4,0	4,0	99,0
Not at all important	1	1,0	1,0	100,0
Total	101	100,0	100,0	

Location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26	25,7	25,7	25,7
Very important				

Fairly important	37	36,6	36,6	62,4
Important	21	20,8	20,8	83,2
Slightly important	16	15,8	15,8	99,0
Not at all important	1	1,0	1,0	100,0
Total	101	100,0	100,0	

Design of the store

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	20	19,8	19,8	19,8
Fairly important	31	30,7	30,7	50,5
Important	35	34,7	34,7	85,1
Slightly important	14	13,9	13,9	99,0
Not at all important	1	1,0	1,0	100,0
Total	101	100,0	100,0	

Atmosphere

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	51	50,5	50,5	50,5
Fairly important	31	30,7	30,7	81,2
Important	15	14,9	14,9	96,0
Slightly important	3	3,0	3,0	99,0
Not at all important	1	1,0	1,0	100,0

		101	100,0	100,0
Total				

Other shoppers				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very important	12	11,9	11,9	11,9
Fairly important	14	13,9	13,9	25,7
Important	24	23,8	23,8	49,5
Slightly important	42	41,6	41,6	91,1
Not at all important	9	8,9	8,9	100,0
Total	101	100,0	100,0	

5. Meaning Transfer from the Retailer Brands to the Manufacturer Brands

Statistics				
	Vichy in Perfumery change	LRP in Perfumery change	Lancome in Pharmacy change	Biotherm in Pharmacy change
N	Valid Missing	101 0	101 0	101 0
Mean		3,0990	3,5248	2,8020
Median		3,0000	4,0000	3,0000
Mode		4,00	4,00	3,00
Std. Deviation		1,14460	1,34606	1,10472
Skewness		-,442	-,581	-,187

Minimum	1,00	1,00	1,00	1,00	1,00
Maximum	5,00	5,00	5,00	5,00	5,00

Vichy in Perfumery change

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Not at all	12	11,9	11,9	11,9
To a small extent	19	18,8	18,8	30,7
To some extent	23	22,8	22,8	53,5
To a great extent	41	40,6	40,6	94,1
To a very great extent	6	5,9	5,9	100,0
Total	101	100,0	100,0	

LRP in Perfumery change

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Not at all	11	10,9	10,9	10,9
To a small extent	16	15,8	15,8	26,7
To some extent	12	11,9	11,9	38,6
To a great extent	33	32,7	32,7	71,3
To a very great extent	29	28,7	28,7	100,0
Total	101	100,0	100,0	

Lancome in Pharmacy change				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Not at all	11	10,9	10,9	10,9
To a small extent	13	12,9	12,9	23,8
To some extent	15	14,9	14,9	38,6
To a great extent	35	34,7	34,7	73,3
To a very great extent	27	26,7	26,7	100,0
Total	101	100,0	100,0	

Biotherm in Pharmacy change				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Not at all	16	15,8	15,8	15,8
To a small extent	22	21,8	21,8	37,6
To some extent	32	31,7	31,7	69,3
To a great extent	28	27,7	27,7	97,0
To a very great extent	3	3,0	3,0	100,0
Total	101	100,0	100,0	

Question 13: Vichy in pharmacy, meanings stronger

Statistics			
	Vichy in Pharmacy Trust	Vichy in Pharmacy Nat. beauty	Vichy in Pharmacy Health
N	Valid 101	101	101
	Missing 0	0	0
Mean	2,1188	2,6139	1,8911
Median	2,0000	2,0000	2,0000
Mode	2,00	2,00	2,00
Std. Deviation	,98272	1,16594	,90444
Skewness	1,305	,375	1,377

Vichy in perfumery, meanings stronger

Statistics			
	Vichy in Perfumery Temporary Beauty	Vichy in Perfumery Glamour	Vichy in Perfumery Happiness
N	Valid 101	101	101
	Missing 0	0	0
Mean	2,6832	2,5149	2,9307
Median	3,0000	2,0000	3,0000
Mode	2,00	2,00	3,00
Std. Deviation	,94795	1,10103	1,01250
Skewness	,319	,649	,200

La Roche Posay in pharmacy, meanings stronger

Statistics			
	LRP in Pharmacy Trust	LRP in Pharmacy Natural Beauty	LRP in Pharmacy Health
N	Valid 101	101	101
	Missing 0	0	0
Mean	1,8218	2,3069	1,7228
Median	2,0000	2,0000	2,0000
Mode	1,00	2,00	1,00
Std. Deviation	,98383	1,14667	,90685
Skewness	1,589	,832	1,567

La Roche Posay in perfumery, meanings stronger

Statistics			
	LRP in Perfumery Temporary Beauty	LRP in Perfumery Glamour	LRP in Perfumery Happiness
N	Valid 101	101	101
	Missing 0	0	0
Mean	2,7723	2,6535	3,1485
Median	3,0000	2,0000	3,0000
Mode	2,00	2,00	3,00
Std. Deviation	,96831	1,13521	1,04294

Skewness	,407	,343	,020
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Lancôme in perfumery, meanings stronger

Statistics			
	Lancôme in Perfumery Temporary Beauty	Lancôme in Perfumery Glamour	Lancôme in Perfumery Happiness
N	Valid Missing	101 0	101 0
Mean	2,2574	1,7624	2,4752
Median	2,0000	1,0000	2,0000
Mode	2,00	1,00	2,00
Std. Deviation	1,01640	1,00148	1,16270
Skewness	,918	1,532	,431

Lancôme in pharmacy, meanings stronger

Statistics			
	Lancôme in Pharmacy Trust	Lancôme in Pharmacy Natural Beauty	Lancôme in Pharmacy Health
N	Valid Missing	101 0	101 0
Mean	2,6040	2,8317	2,4554
Median	2,0000	3,0000	2,0000

Mode	2,00	2,00	2,00
Std. Deviation	1,04956	1,11418	1,12716
Skewness	,540	,429	,605

Biotherm in Perfumery, meanings stronger

Statistics			
	Biotherm in Perfumery Temporary Beauty	Biotherm in Perfumery Glamour	Biotherm in Perfumery Happinessa
N	101	101	101
Valid			
Missing	0	0	0
Mean	2,7822	2,6634	2,6634
Median	3,0000	2,0000	3,0000
Mode	2,00	2,00	2,00
Std. Deviation	1,01591	1,12496	1,00277
Skewness	,394	,399	,480

Biotherm in Pharmacy, meanings stronger

Statistics			
	BT in Ph Trust	BT in Ph Nat Bea	BT in Ph Health
N	101	101	101
Valid			
Missing	0	0	0

Mean	2,2079	2,4851	1,9703
Median	2,0000	2,0000	2,0000
Mode	2,00	2,00	2,00
Std. Deviation	1,07997	1,14555	,97422
Skewness	1,031	,628	1,252

6. Meaning sources of retailer brands effecting the manufacturer brands

Vichy

	Pharmacy Product Range	Pharmacy Sales Personnel	Pharmacy Location	Pharmacy Design	Pharmacy Atmosphere	Pharmacy Other Shoppers
N	Valid Missing	101 0	101 0	101 0	101 0	101 0
Mean	2,2970	1,8911	2,8713	3,1089	2,6040	3,5545
Mode	2,00	1,00	3,00	4,00	3,00	4,00
Std. Deviation	1,06343	1,03828	1,18037	1,04786	1,16687	1,15304
Skewness	,599	1,206	-,192	-,435	,129	-,575
	,240	,240	,240	,240	,240	,240

La Roche Posay

Statistics						
	Pharmacy Product Range	Pharmacy Sales Personnel	Pharmacy Location	Pharmacy Design	Pharmacy Atmosphere	Pharmacy Other Shoppers

N	Valid	101	101	101	101	101	101	101
	Missing	0	0	0	0	0	0	0
Mean		2,2871	1,8812	2,9505	3,1980	2,7030	3,6040	
Mode		2,00	1,00	3,00	4,00	3,00	4,00	
Std. Deviation		1,09851	1,05154	1,13469	1,03942	1,10040	1,14960	
Skewness		,513	1,190	-,195	-,354	,111	-,582	

Lancôme

Statistics								
	Perfumery Product Range	Perfumery Sales Personnel	Perfumery Location	Perfumery Design	Perfumery Atmosphere	Perfumery Other shoppers		
N	Valid	101	101	101	101	101		
	Missing	0	0	0	0	0		
Mean	1,9307	2,0990	2,6733	2,2475	2,1485	3,2178		
Mode	2,00	1,00	2,00	2,00	2,00	4,00		
Std. Deviation	,93013	1,06306	1,17566	1,02378	1,05248	1,22967		
Skewness	1,129	,869	,176	,738	,799	-,493		

Biotherm

Statistics								
	Perfumery Product Range	Perfumery Sales Personnel	Perfumery Location	Perfumery Design	Perfumery Atmosphere	Perfumery Other shoppers		
N	Valid	101	101	101	101	101		

	Missing								
Mean		0		0		0		0	0
		2,1881		2,8119		2,5941		2,3168	3,2673
Mode		2,00		3,00		2,00		2,00	4,00
Std. Deviation		,98704		1,15510		1,08792		1,04815	1,16526
Skewness		,884		,059		,348		,553	-,424