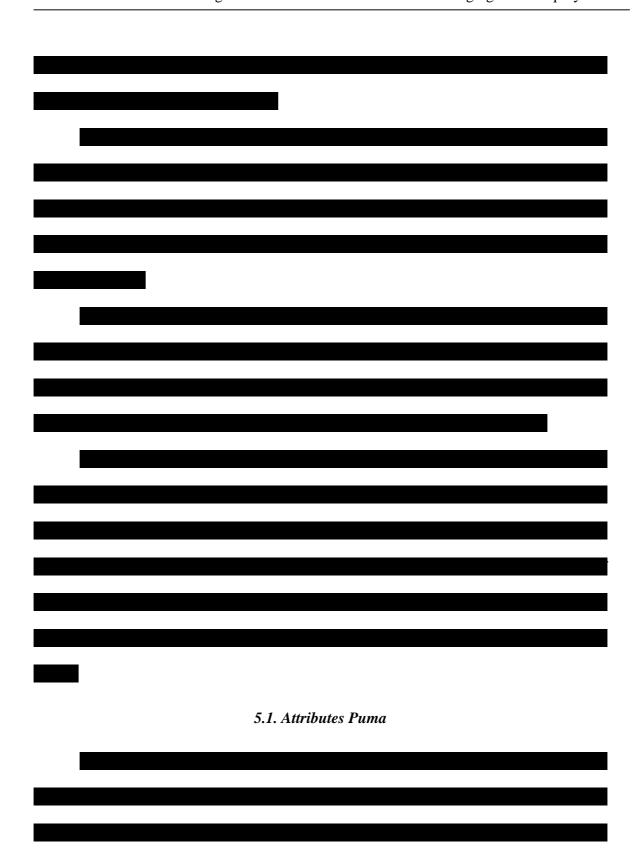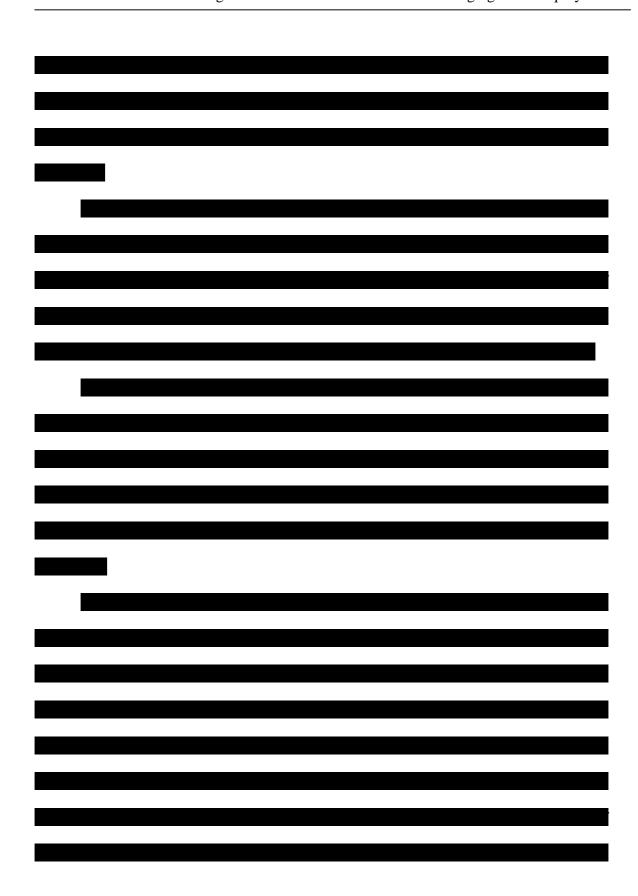**Chapter 5: Survey Results**

This chapter summarises all the important results of the primary research that has been conducted. Given that there is a very large amount of information, the complete information will be presented in graphs in the appendix of this paper and this chapter will serve to highlight the most important points learned from the investigation.

In order to be able to interpret the results correctly, the main objectives of the investigation are to be recapitulated briefly:

- test the hypothesis that there are inconsistencies between the core associations of the umbrella brand, Puma and its licensee brand, Puma Fragrances and explore which attributes vary the most

- find out how the target group judges the popularity of the brand and at which stage of the life cycle the brand is placed by its consumers

- validate which criteria play the most important role for the target group in their purchasing decision of perfumes

- substantiate if there is any significant difference of perception or consumer behaviour within the target group

In the following, the results related to these objectives are going to be presented, but before that some general comments about the research results are to be made.

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5.1. Attributes Puma

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Table 5.1

Ranking of Puma Attributes

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(Source: own elaboration)

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Table 5.2

Statistical Significance of the Relationship between Attributes and Gender

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(Source: own elaboration)

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Table 5.3

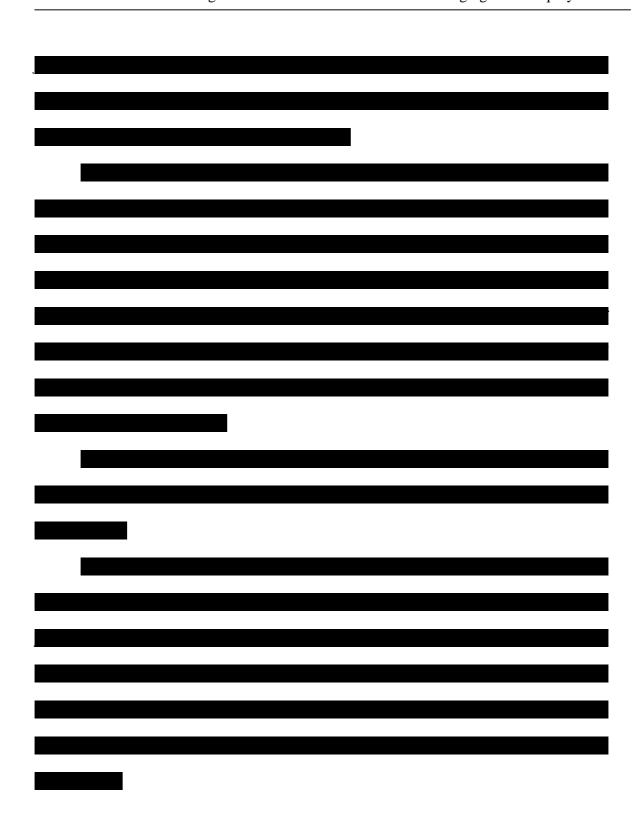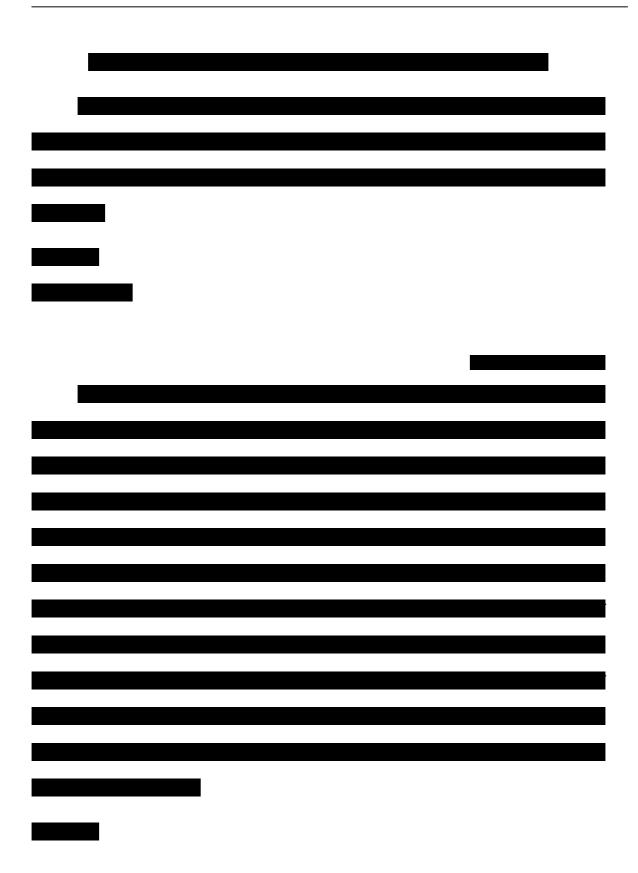Significant Puma Attributes Divided into Gender
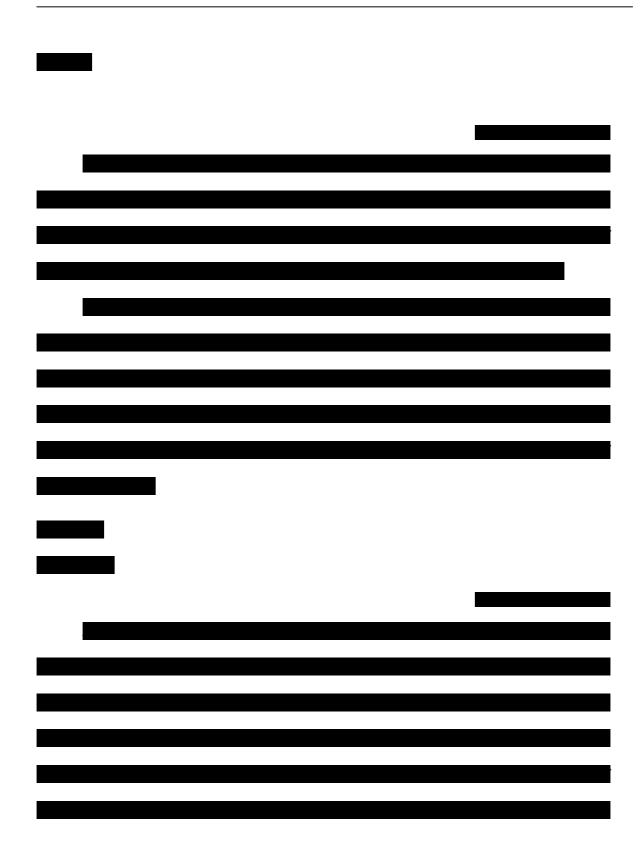

(Source: own elaboration)

After taking a look at the attributes of Puma, the next section will expand on the results of the attributes of Puma Fragrances.

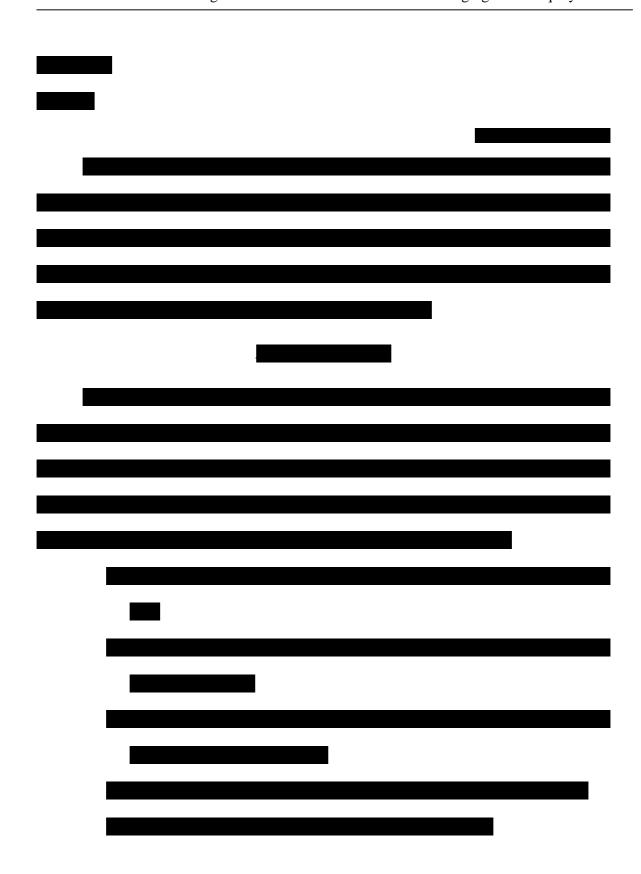## *5.2. Attributes Puma Fragrances*

Perfumery (e.g. Douglas, Sephora)
Department store (e.g. Kaufhof, Karstadt)
Drugstore (e.g. DM, Kd Markt, Rossmann)
Consumer market (e.g. Kaufland, Real, Wal-Mart)
Duty Free
Others

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