GRADUATION ASSIGNMENT

APPENDIX

29.05.2013

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SUPPLEMENT 1: SAMPLE QUESTIONNAIRE

Dear customer,

Your opinion concerning our services is of crucial importance for us. To further fulfill your wishes in the future we would like to ask you to participate in the following questionnaire.

Thank you very much for your support!

You are important to us!

Customer

☐ Steady customer
☐ No steady customer

Residence in the locality of the pharmacy

☐ 500m  ☐ 1km  ☐ 2km  ☐ 5-10km  ☐ more km

Your satisfaction counts!

1. For which purpose did you visit our pharmacy today?

☐ I submitted a prescription
☐ I bought something for prevention
☐ I felt sick and bought medication
☐ I bought something from the area of healthcare and wellbeing (candies, cosmetics etc.)
☐ Other reason: ………………………………………………………………………………………………………..

2. How did you become aware of our pharmacy?

☐ coincidentally
☐ through recommendations of friends/acquaintances
☐ through recommendations of my doctor
☐ through the Internet
☐ Other reason: ………………………………………………………………………………………………………..

3. What fits to your visit?

☐ I’m only coming for the desired product
☐ I like to look around the assortment
☐ Both fits
All around cosmetics

1. Where do you buy cosmetic products? (more answers possible)
   - ☐ Pharmacy
   - ☐ DM
   - ☐ Rossmann
   - ☐ Müller
   - ☐ Douglas
   - ☐ Supermarkets
   - ☐ Internet
   - ☐ Other: .................................................................

2. Why don’t you buy cosmetic products here? (more answers possible)
   - ☐ I’m too rarely here
   - ☐ I’m not informed about the offer
   - ☐ It’s too expensive
   - ☐ Not applicable as I buy my products here
   - ☐ Other: ........................................................................

3. Products of which cosmetic brands have you already bought at this pharmacy?
   (more answers possible)
   - ☐ Eucerin
   - ☐ Avène
   - ☐ Vichy
   - ☐ La Roche-Posay
   - ☐ Skinceuticals
   - ☐ Lierac
   - ☐ Phyto
   - ☐ Caudalie
   - ☐ Frei
   - ☐ Biomaris
   - ☐ Eubos
   - ☐ Olivenöl Kosmetik (medipharma cosmetics)
   - ☐ Bepanthol
   - ☐ None
4. Why do you buy these products here? (more answers possible)

☐ Good consultation
☐ Dermatologically tested
☐ Especially for diseased/problematic skin
☐ Hypoallergene products
☐ Other: ....................................................................................................................
Please circle the number (7-1) on the scale that best reflects your rating with the appropriate statement. You have the opportunity to assess each statement as follows: from “strongly agree”(😊) to “strongly disagree”();} If you can’t or won’t evaluate a statement, please select „not applicable“.  

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Statement</th>
<th>😊 5 4 3 2 1</th>
<th>😓 5 4 3 2 1</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The pharmacy’s furnishing appeals nice and friendly</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The illumination is sufficiently bright</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The selling room is calm and comfortable</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The flared articles are good reachable</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The assortment is attractively presented</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I can find my way along the assortment very well</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The assortment of cosmetics is substantial</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>There are clear visual hints on special actions</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The window display is interesting and informative</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>There is sufficient information about cosmetic cares which are carried out in the in-house cosmetic studio</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The offer of services of the Markt-Apotheke Emden is good. E.g. blood pressure measurement, skin tests, weight control, measure of bandages, checking of first-aid-kit and “home-pharmacy-kit”, loyalty card, hiring of baby wages and baby pumps, telephone advice service/consultation, delivery service, pharmaceutical consultation</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Give-aways such as candy, creams, tissues etc. and pharmaceutical information material (“Apotheken-Umschau”) are sufficient</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>The staff members do inform me about promotion offers</td>
<td>7 6 5 4 3 2 1</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The trustworthiness of the consultation is constantly guaranteed</td>
<td></td>
<td></td>
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<td>---------------------------------------------------------------</td>
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<tr>
<td>14</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The requested articles are mostly available</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>15</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
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<tr>
<td></td>
<td>The pharmacy has the offer I ask/look for</td>
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<td></td>
<td></td>
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<tr>
<td>16</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The staff members always recommend the desired product/information related to my concern</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>17</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The staff members do inform me when an ordered product/information has arrived</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>18</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>I don’t have to wait very long until I’ll get served</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The staff members let me know when I will receive my desired product/information if it is not available at the moment of sale</td>
<td></td>
<td></td>
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<tr>
<td>20</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The staff members are always reliable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The staff members can always help me and are steadily solution-oriented</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The staff members do serve me in a very polite and attentive way</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The consultation of the Markt-Apotheke Emden is competent</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>24</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The staff members are facing and helpful even when they are busy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>I can count on the staff members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I made use of cosmetic cares at the Markt-Apotheke Emden and was satisfied with the outcome</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The pharmacy-team knows me by name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The staff members recommend useful supplements additionally to my wishes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I get served personally/individually</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>7 6 5 4 3 2 1 n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Finally

Can you imagine to recommend the Markt-Apotheke Emden to friends/acquaintances?

☐ Yes

☐ No

2. What you always wanted to tell us (compliments, criticism, suggestions, wishes, hints etc.)

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

Thank you very much for your participation!

Your Markt-Apotheke Emden-Team

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<table>
<thead>
<tr>
<th>31</th>
<th>The staff members try to understand my customer wishes</th>
<th>7 6 5 4 3 2 1 n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>The opening hours are sufficient</td>
<td>7 6 5 4 3 2 1 n/a</td>
</tr>
</tbody>
</table>
SUPPLEMENT 2: QUANTITATIVE SURVEY OUTCOMES

The following survey outcomes are based on responses given by 223 customers of the Markt-Apotheke Emden who participated in the above illustrated sample questionnaire within the timeframe from the 11.04.2013-23.04.2013.

Figure 1 – Distribution of customers in percentage

This chart shows the distribution among the 223 participants of the survey- divided into steady customers and no steady customers. The illustration shows, that within the time of conducting the survey, the majority of participants have been steady customers (78,48%).

Figure 2 – Illustration of distance between all participant’s residence and the Markt-Apotheke Emden in percentage
This chart depicts the approximate distance between the residence of the total number of participants and the Markt-Apotheke Emden.

**Figure 3 – Illustration of distance between the steady customer’s residence and the Markt-Apotheke Emden in percentage**

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>more km</td>
<td>6.86%</td>
</tr>
<tr>
<td>5-10km</td>
<td>20.57%</td>
</tr>
<tr>
<td>2km</td>
<td>27.43%</td>
</tr>
<tr>
<td>1 km</td>
<td>24.00%</td>
</tr>
<tr>
<td>500m</td>
<td>21.14%</td>
</tr>
</tbody>
</table>

This chart depicts the approximate distance between the residence of the steady customers and the Markt-Apotheke Emden. It is remarkable, that a relative big number (20.57%) of steady customers lives 5-10 km away from the pharmacy but still takes on the way to visit the Markt-Apotheke Emden.

**Figure 4 – Illustration of distance between the non steady customer’s residence and the Markt-Apotheke Emden in percentage**

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>more km</td>
<td>22.92%</td>
</tr>
<tr>
<td>5-10km</td>
<td>33.33%</td>
</tr>
<tr>
<td>2km</td>
<td>22.92%</td>
</tr>
<tr>
<td>1 km</td>
<td>14.58%</td>
</tr>
<tr>
<td>500m</td>
<td>6.25%</td>
</tr>
</tbody>
</table>
This chart depicts the approximate distance between the residence of non steady customers and the Markt-Apotheke Emden. As the illustration shows, the majority (33.33%) of non steady customers does not live close to the pharmacy but 5-10 km away from it.

Figure 5 – Distribution of gender in percentage

This chart shows the number of female and male participants. As can be seen, the majority of respondents have been women (75.78%).

Figure 6 – Distribution of age groups in percentage

This graph shows the distribution of age groups among the 223 participants. As can be seen, all age groups are covered but the majority (27.35%) of respondents belonged to the age group of 56-65.
The majority of respondents (60.54%) is not employed as can be seen in the graph.

This illustration shows the average visit frequency of steady and non steady customers. Steady customers visit the pharmacy approximately all 4-5 whereas non steady customers visit the pharmacy approximately all 3 months.
Figure 9 – visit frequency of steady- and non-steady customers in percentage

Visitation frequency of steady and non-steady customers

This graphic shows the exact distribution of visit frequencies among the steady- and non-steady customers.

Figure 10 – Illustration of customers’ purpose for today’s visit in percentage

Purpose for today’s visit

This chart depicts the reason for customers’ visits on the day, they filled out the survey. The graphic shows that the majority (53.36%) of respondents came to submit a prescription, followed by the action of buying something from the area of healthcare and wellbeing (26.01%).
Figure 11 – Percentage of options how people became aware of the pharmacy

What can be read in this chart is the way how people became aware of the pharmacy. In most cases, people passed by coincidentally which led to the highest score of 65,2%.

Figure 12 – Illustration of visit behavior among male customers in percentage
This is a visualization of the visit behavior among male customers. The majority (66.67%) of participants in this category described their visit behavior as “I'm only coming for the desired product”.

Figure 13 – illustration of visit behavior among female customers in percentage

This is a visualization of the visit behavior among female customers. The majority (62.72%) of participants in this category described their visit behavior as “I also like to look around the assortment”.

What fits to your visit-Female

- 62.72%
- 37.28%

- I'm only coming for the desired product
- I also like to look around the assortment
This chart shows the places/shops where respondents, categorized in male and female, buy their cosmetic products. The majority of female participants (66.27%) buy their cosmetics in the pharmacy whereas the majority of male participants (40.74%) buys these products at Rossmann (German drugstore).
Figure 15 – illustration of places where male respondents from different age groups buy their cosmetic products in percentage

This chart shows the places/shops where male respondents from different age groups buy their cosmetic products.
This chart shows the places/shops where female respondents from different age groups buy their cosmetic products.
This graph shows the reasons why respondents don’t buy cosmetics at the pharmacy. For most of the female participants (20.37%), cosmetics from the pharmacy are too expensive and the majority of male respondents (25.93%) is not interested in cosmetics.
Figure 18 – Relation in percentage between occupied and non-occupied customers who perceive cosmetic products in the pharmacy as too expensive

This graph indicates the number of occupied and non-occupied respondents who don’t purchase their cosmetic products at the pharmacy as they perceive them as too expensive.
Figure 19 – Distribution of cosmetic product brands which have already been bought from male and female customers

This graph shows the distribution of cosmetic product brands that have already been bought by female and male respondents.
Figure 20 – Visualization of reasons why the total number of male and female customers buy cosmetic products at the Markt-Apotheke Emden

This is an illustration of the reasons, why female and male participants buy cosmetic products at the pharmacy. The majority of both, male and female respondents buys these products because of good consultation.

Figure 21 – Illustration of average value of satisfaction towards the overall performance of the pharmacy

This graph shows the average of satisfaction towards the overall performance of the pharmacy among all participants.
This graphic shows an overview of all average values of individual statements belonging to the first thematic area of "Equipment of the pharmacy". The general average of this area counts 6.27.

This graphic entails the averages in relation to male and female customers' opinion about the pharmacy's furnishing. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers.(Participants rated on a scale from 7 (best) to 1(worst)).
This graphic entails the averages in relation to male and female customers’ opinion about the sufficiency of illumination in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).
This graphic entails the averages in relation to male and female customers’ opinion about the atmosphere of the selling room in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 26 – Illustration of averages in relation to male and female customers’ opinion about the reachability of flared articles in the pharmacy

S.4: The flared articles are good reachable

This graphic entails the averages in relation to male and female customers’ opinion about the reachability of flared articles in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 27 – Illustration of averages in relation to male and female customers’ opinion about the presentation of the assortment in the pharmacy

S.5: The assortment is attractively presented
This graphic entails the averages in relation to male and female customers’ opinion about the presentation of the assortment in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

Figure 28 – Illustration of averages in relation to male and female customers’ opinion about the orientation along the assortment of the pharmacy

This graphic entails the averages in relation to male and female customers’ opinion about the orientation along the assortment of the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 29 – Illustration of averages in relation to male and female customers’ opinion about the variety of the cosmetic assortment in the pharmacy

S.7: The assortment of cosmetics is substantial

This graphic entails the averages in relation to male and female customers’ opinion about the variety of the cosmetic assortment in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

Figure 30 – Illustration of averages in relation to male and female customers’ opinion about the visualization of special actions in the pharmacy

S.8: There are clear visual hints on special actions

This graphic entails the averages in relation to male and female customers’ opinion about the visualization of special actions in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 31 – Illustration of averages in relation to male and female customers’ opinion about the window display of the pharmacy

S.9: The window display is interesting and informative

This graphic entails the averages in relation to male and female customers’ opinion about the window display of the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).
Figure 32 – Illustration of averages in relation to male and female customers’ opinion about the sufficiency of information on cosmetic cares

S.10: There is sufficient information about cosmetic cares which are carried out in the in-house cosmetic studio

This graphic entails the averages in relation to male and female customers’ opinion about the sufficiency of information on cosmetic cares. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 33 – Average distribution of all statements related to the thematic area of “Services and offers”

This graphic shows an overview of all average values of individual statements belonging to the second thematic area of “Services and offers”. The general average of this area counts 6.15.
This graphic entails the averages in relation to male and female customers’ opinion about the pharmacy’s offers. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

S.11: The offer of services of the Markt-Apotheke Emden is good. E.g. blood pressure measurement, skin tests, weight control etc.

S.12: Giveaways such as candy, creams, tissues etc. and pharmaceutical information material are sufficient

This graphic entails the averages in relation to male and female customers’ opinion about giveaways. Here, it has been categorized into the opinions of the total number of participants,
as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

**Figure 36 – Illustration of averages in relation to male and female customers’ opinion about information on promotion offers transferred by the staff members**

This graphic entails the averages in relation to male and female customers’ opinion about information on promotion offers transferred by the staff members. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 37 – Illustration of averages in relation to male and female customers’ opinion about the trustworthiness of the consultation

This graphic entails the averages in relation to male and female customers’ opinion about the trustworthiness of the consultation. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 38 – Illustration of averages in relation to male and female customers’ opinion about the availability of requested articles

This graphic entails the averages in relation to male and female customers' opinion about the availability of requested articles. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).
Figure 39 – Illustration of averages in relation to male and female customers’ opinion, if the pharmacy’s offers meet their expectations

S.16: The pharmacy has the offer I ask/look for

![Pie chart showing averages for male and female customers.]

- General average (217 out of 223 respondents)
- Average steady customers male (32 out of 32 respondents)
- Average non steady customers male (22 out of 22 respondents)
- Average steady customers female (138 out of 143 respondents)
- Average non steady customers female (25 out of 26 respondents)

This graphic entails the averages in relation to male and female customers’ opinion, if the pharmacy’s offers meet their expectations. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 40 – Illustration of averages in relation to male and female customers’ opinion on the recommendations of staff members

S.17: The staff members always recommend the desired product/information related to my concern

![Pie chart showing averages for male and female customers.]

- General average (205 out of 223 respondents)
- Average steady customers male (29 out of 32 respondents)
- Average non steady customers male (22 out of 22 respondents)
- Average steady customers female (133 out of 143 respondents)
- Average non steady customers female (21 out of 26 respondents)

This graphic entails the averages in relation to male and female customers’ opinion on the recommendations of staff members. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers.
(Participants rated on a scale from 7 (best) to 1(worst)).

Figure 41 – Illustration of averages in relation to male and female customers’ opinion about the reliability of staff members in terms of informing the customer if an ordered product has arrived

S.18: The staff members do inform me when an ordered product/information has arrived

This graphic entails the averages in relation to male and female customers’ opinion about the reliability of staff members in terms of informing the customer if an ordered product has arrived. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 42 – Average distribution of all statements related to the thematic area of “Services and offers”

This graphic shows an overview of all average values of individual statements belonging to the third thematic area of “Performance of employees”. The general average of this area counts 6.64.

Figure 43 – Illustration of averages in relation to male and female customers’ opinion about the latency time until one get served

This graphic entails the averages in relation to male and female customers’ opinion about the latency time until one get served. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
This graphic entails the averages in relation to male and female customers' opinion about proactive information on staff members' side. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

**S.21: The staff members are always reliable**

- General average (219 out of 223 respondents)
- Average steady customers male (32 out of 32 respondents)
- Average non steady customers male (22 out of 22 respondents)
- Average steady customers female (143 out of 143 respondents)
- Average non steady customers female (22 out of 26 respondents)
This graphic entails the averages in relation to male and female customers’ opinion about the employees’ reliability in general. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

Figure 46 – Illustration of averages in relation to male and female customers’ opinion about the employees’ helpfulness

S.22: The staff members can always help me and steadily solution-oriented

This graphic entails the averages in relation to male and female customers’ opinion about the employees’ helpfulness. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 47 – Average distribution of all statements related to the thematic area of “Services and offers”

This graphic shows an overview of all average values of individual statements belonging to the fourth thematic area of “Performance of consultation”. The general average of this area counts 6.6.

Figure 47 – Illustration of averages in relation to male and female customers’ opinion about the employees’ politeness and attention

This graphic entails the averages in relation to male and female customers’ opinion about the employees’ politeness and attention. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).
Figure 48 – Illustration of averages in relation to male and female customers’ opinion about the competence of the consultation in the pharmacy

S.24: The consultation of the Markt-Apotheke Emden is competent

This graphic entails the averages in relation to male and female customers’ opinion about the competence of the consultation in the pharmacy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 49 – Illustration of averages in relation to male and female customers’ opinion about the employees’ dealing with rush

S.25: The staff members are facing and helpful even when they are busy

This graphic entails the averages in relation to male and female customers’ opinion about the employees’ dealing with rush. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers.
Figure 50 – Illustration of averages in relation to male and female customers’ opinion about the “I can count on the staff members” factor

Table 50: I can count on the staff members

This graphic entails the averages in relation to male and female customers’ opinion about the “I can count on the staff members” factor. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

Figure 51 – Illustration of averages in relation to male and female customers’ opinion about the satisfaction level in relation to cosmetic cares

Table 51: I made use of cosmetic cares at the Markt-Apotheke Emden and was satisfied with the outcome
This graphic entails the averages in relation to male and female customers’ opinion about the satisfaction level in relation to cosmetic cares. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

**Figure 52 – Average distribution of all statements related to the thematic area of “Services and offers”**

![Thematic area 5: Empathy of employees](image)

This graphic shows an overview of all average values of individual statements belonging to the fifth thematic area of “Empathy of employees”. The general average of this area counts 6,05.

**Figure 53 – Illustration of averages in relation to male and female customers’ opinion about in how far the staff members know them by name**

![S.28: The pharmacy-team knows me by name](image)
This graphic entails the averages in relation to male and female customers’ opinion about in how far the staff members know them by name. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

Figure 54 – Illustration of averages in relation to male and female customers’ opinion about useful additional supplements

This graphic entails the averages in relation to male and female customers’ opinion about useful additional supplements. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1(worst)).

Figure 55 – Illustration of averages in relation to male and female customers’ opinion about the employees’ devotion
This graphic entails the averages in relation to male and female customers’ opinion about the employees’ devotion. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

**Figure 56 – Illustration of averages in relation to male and female customers’ opinion about the employees’ empathy**

![Circle chart showing averages of opinions on employee devotion](image)

S.31: The staff members try to understand my customer wishes

- General average (217 out of 223 respondents)
- Average steady customers male (31 out of 32 respondents)
- Average non steady customers male (21 out of 22 respondents)
- Average steady customers female (140 out of 143 respondents)
- Average non steady customers female (24 out of 26 respondents)

This graphic entails the averages in relation to male and female customers' opinion about the employees' empathy. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

**Figure 57 – Illustration of averages in relation to male and female customers’ opinion about the opening hours**

![Circle chart showing averages of opinions on opening hours](image)

S.32: The opening hours are sufficient

- General average (223 out of 223 respondents)
- Average steady customers male (32 out of 32 respondents)
- Average non steady customers male (22 out of 22 respondents)
- Average steady customers female (143 out of 143 respondents)
- Average non steady customers female (26 out of 26 respondents)
This graphic entails the averages in relation to male and female customers’ opinion about the opening hours. Here, it has been categorized into the opinions of the total number of participants, as well as male/female steady-and non steady customers. (Participants rated on a scale from 7 (best) to 1 (worst)).

**Figure 58 – juxtaposition of respondents who would or would not recommend the Markt-Apotheke Emden**

<table>
<thead>
<tr>
<th>Can you imagine to recommend this pharmacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>no 1%</td>
</tr>
<tr>
<td>yes 99%</td>
</tr>
</tbody>
</table>

This juxtaposition shows a clear result: 99% of all respondents would recommend the Markt-Apotheke Emden and only 1% would not.

**Figure 59 – Illustration of qualitative Data by means of compliments, criticism or wishes/suggestions on customers’ side**

<table>
<thead>
<tr>
<th>Compliments</th>
<th>Criticism</th>
<th>Wishes/Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent 1: “I like the pharmacy as it is”</td>
<td>Respondent 1: “Information about services is missing”</td>
<td>Respondent 1: “There is an information board missing where you can see all the services and prices the pharmacy offers”</td>
</tr>
<tr>
<td>Respondent 2: “very friendly and accommodating”</td>
<td>Respondent 2: “During the cosmetic care, rubber gloves have been used, which I didn't like and which was very uncomfortable”</td>
<td>Respondent 2: “I would like to get a clear explanation why prices vary that much in comparison to internet pharmacies”</td>
</tr>
<tr>
<td>Respondent 3: “I feel that I am in good hands and am totally satisfied”</td>
<td>Respondent 3: “As the door is mostly closed, I have problems to enter the pharmacy with my wheeled walker and therefore I often pass by and go to another pharmacy with an</td>
<td>Respondent 3: “Please give more information about cosmetic cares”</td>
</tr>
<tr>
<td>Respondent 4: “Keep it up!”</td>
<td>Respondent 4: “It would be perfect, if more products would be in stock”</td>
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<tr>
<td>--------------------------</td>
<td>--------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Respondent 5: “I always get good tips and advice”</td>
<td>Respondent 5: “home visits for cosmetic cares would be good”</td>
<td></td>
</tr>
<tr>
<td>Respondent 6: “I'm super satisfied”</td>
<td>Respondent 6: “It would be good to receive some information material about cosmetic cares, promotion offers and services at home, for instance a flyer in the newspaper so that I know what services are offered although I'm not in store”</td>
<td></td>
</tr>
<tr>
<td>Respondent 7: “Everything is super and uncomplicated”</td>
<td>Respondent 7: “Information and offers in the area of homeopathy could be bigger and more products from that branch should be available”</td>
<td></td>
</tr>
<tr>
<td>Respondent 8: “Everything is perfect”</td>
<td>Respondent 8: “Information and offers in the area of homeopathy could be bigger”</td>
<td></td>
</tr>
<tr>
<td>Respondent 9: “I'm very satisfied”</td>
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<td></td>
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<tr>
<td>Respondent 10: “Everything is sufficient”</td>
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<tr>
<td>Respondent 11: “I always like to come for cosmetic cares and I like the nice atmosphere of the pharmacy”</td>
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<tr>
<td>Respondent 12: “I'm very satisfied”</td>
<td></td>
<td></td>
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<tr>
<td>Respondent 13: “I'm very satisfied”</td>
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<td></td>
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<tr>
<td>Respondent 14: “Everything is ok”</td>
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<tr>
<td>Respondent 15: “I feel very comfortable in this pharmacy and I always get</td>
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<td></td>
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<tr>
<td>Competent Consultation</td>
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<td></td>
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<td>------------------------</td>
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<tr>
<td>Respondent 16: “I am very satisfied”</td>
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<tr>
<td>Respondent 17: “The whole team of the Markt-Apotheke Emden contributes to the fact that I like to buy my products in this pharmacy for more than 10 years now”</td>
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<tr>
<td>Respondent 18: “So far, I’m very satisfied”</td>
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<tr>
<td>Respondent 19: “I really like to buy my products here”</td>
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<tr>
<td>Respondent 20: “Everything is okay”</td>
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<td></td>
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<tr>
<td>Respondent 21: “I’m satisfied with everything”</td>
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<td></td>
</tr>
<tr>
<td>Respondent 22: “I’m totally satisfied”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respondent 23: “Everything is okay”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These statements have been formulated by 34 respondents by offering them the chance to formulate criticism, compliments, wishes and suggestions.