

APPENDICES

APPENDIX A

Guide of the Empirical Research

Introductory Questions: Name, Age, Occupation, Settlement, Free time Activities, Clothing, Attitude toward Shopping, Perfume Usage (Frequency and Pattern)

1. What kind of perfume brands do you know / use?
2. Name your favourite one (if any) and describe in few words why this has become your favourite?
 - ✓ If you can remember, what kind of criteria you used to chose that perfume?
 - ✗ Why don't you have favourite perfume?
3. What does a favourite brand mean for you?
4. What kind of fragrances do you like?
5. Characterize a perfume, which arouses your interest in a store.
6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?
7. Based on what criteria you choose a brand of perfume for purchase?
8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?
9. What kind of feelings do you experience, if you wear your favourite perfume?
10. Have you ever been uncertain when buying a perfume? If so, why?
11. Do you have an example, when you regretted to buy a perfume? If so, why?

APPENDIX B
Associative Exercises

oriental-floral

lively-vivid-sexy

fruity-floral-sweet

alluring-sophisticated-natural

oriental-vanilla

joyful-energetic-confident

fruity-fresh-intensive

irresistible-sexy-ultra feminine

fruity-floral-light

sexy-elegant-feminine-mysterious



oriental-floral



fruity-floral-sweet



oriental-vanilla



fruity-fresh-intensive



fruity-floral-light



lively-vivid-sexy



alluring-sophisticated-natural



joyful-energetic-confident



irresistible-sexy-ultra feminine



sexy-elegant-feminine-mysterious

citrus-spicy

intensive-hyper masculine-improver

woody-aromatic-spicy

uncompromising-dedicated-confident

woody-aromatic

rugged-masculine-sophisticated

woody-spicy

cool-youthful-conqueror

oriental-woody

funky-partying-popular



citrus-spicy



woody-aromatic-spicy



woody-aromatic



woody-spicy



oriental-woody



intensive-hyper masculine-improver



uncompromising-dedicated-confident



rugged-masculine-sophisticated



cool-youthful-conqueror



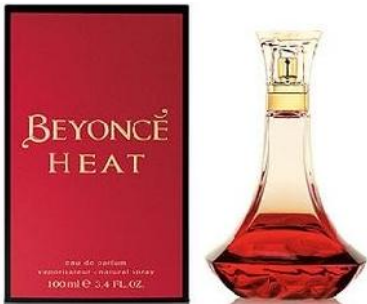
funky-partying-popular

APPENDIX C

Summary Table of Perfume Brands

Brands for Females

 Source: Adidas.Coty, 2014	Product	Adidas Fun Sensation
	Packaging	50 ml
	Price (HUF)	3200 (Akciosillat, n. d.)
	Producer	Coty (Fragrantica, 2013)
	Fragrance	fruity-floral-sweet (Kremmania, 2014; Fragrantica, 2013)
	Personality	joyful-energetic-confident (Adidas Body Care, 2014)

 Source: Kremmania, 2014	Product	Beyoncé Heat
	Packaging	50 ml
	Price (HUF)	4360 (Elitparfum, 2014)
	Producer	Coty (Fragrantica, 2013)
	Fragrance	fruity-fresh-intensive (Douglas, 2014)
	Personality	sexy-elegant-feminine-mysterious (Beyoncé Parfums, 2014)

 Source: Shopmania, 2014	Product	Mexx Black Woman
	Packaging	50 ml
	Price (HUF)	5880 (Argep, 2014)
	Producer	Procter & Gamble (Fragrantica, 2013)
	Fragrance	oriental-floral (Parfumcenter, n. d.)
	Personality	lively-vivid-sexy (Douglas, 2014)

 Source: Parfumlux, 2014	Product	Playboy Play it Lovely
	Packaging	50 ml
	Price (HUF)	4800 (Akciosillat, n. d.)
	Producer	Coty (Fragrantica, 2013)
	Fragrance	floral-fruity (Kremmania, 2014)
	Personality	alluring-sophisticated-natural (Playboy Fragrances, 2011)

 Source: Elitparfum, 2014	Product	Bruno Banani Dangerous Woman
	Packaging	40 ml
	Price (HUF)	5150 (Argep, 2014)
	Producer	Procter & Gamble (Fragrantica, 2013)
	Fragrance	oriental-vanilla (Kremmania, 2014)
	Personality	irresistible-sexy-ultra feminine (Douglas, 2014)

Table 11: The collection of brand information applied in the associative exercises (female)

Brands for Males

 Source: Mexx, 2014	Product	Mexx Black Man
	Packaging	50 ml
	Price (HUF)	4510 (Argep, 2014)
	Producer	Procter & Gamble (Fragrantica, 2013)
	Fragrance	woody-spicy (Parfumcenter n. d.; Fragrantica, 2013)
	Personality	cool-youthful-conqueror (Parfumcenter n. d.)

 Source: The Perfume Shop, 2008	Product	Azzaro Pour Homme
	Packaging	50 ml
	Price (HUF)	5720 (Argep, 2014)
	Producer	Clarins Fragrance Group (Fragrantica, 2013)
	Fragrance	woody-aromatic (Parfum, n.d.; Fragrantica, 2013)
	Personality	rugged-masculine-sophisticated (AzzaroParis, n. d.)

 Source: The Perfume Shop, 2008	Product	Playboy Hollywood
	Packaging	50 ml
	Price (HUF)	4110 (Parfumplaza, n. d.)
	Producer	Coty (Fragantica, 2013)
	Fragrance	oriental-woody (Kremmania, 2014)
	Personality	funky-partying-popular (Playboy Fragrances, 2011)

	Product	Bruno Banani Dangerous Man
	Packaging	50 ml
	Price (HUF)	5850 (Argep, 2014)
	Producer	Procter & Gamble (Fragrantica, 2013)
	Fragrance	citrus-spicy (Pafumcenter, n. d.)
	Personality	intensive-hyper masculine-improver (Douglas, 2014)

Source: Rotemstore, n. d.

	Product	Adidas Intense Touch
	Packaging	100 ml
	Price (HUF)	3090 (Arukereso, 2014)
	Producer	Coty (Fragrantica, 2013)
	Fragrance	woody-spicy (Kremmania, 2014; Adidas Body Care, 2014)
	Personality	uncompromising-dedicated-confident (Douglas, 2014; Adidas Body Care, 2014)

Source: Heavy Discounts, 2014

Table 12: The collection of brand information applied in the associative exercises (male)

APPENDIX D

Minutes

Note! The names of the respondents are fictive ones and not necessarily match with the reality.

Date of the interview: 3rd March, 2014.

Duration: 24 minutes

General description

Renáta is 27 years old university student, she comes from Kaposvár and she is renting a flat in with her puppy. In her free time she likes walking with her puppy, and reading, she likes shopping, and she is thinking to do some sports regularly. She prefers neat and elegant clothes. She tries to use perfume every day, but sometimes she misses it. She has more than one perfume.

1. What kind of perfume brands do you know / use?

Well, Chanel, Yves Saint Laurent, Gucci, Prada, and Jean Paul Gaultier. I know a lot of perfumes, but at this moment I can mention these ones. I regularly use Elizabeth Arden, and my mother bought one recently, but what is the perfume exactly, I cannot name it now.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite is Elizabeth Arden now. Well, I used to have it in the summer, because it is a little bit fresh, citrus, green fragrance, say the whole perfume shows this style and it comes in a light, green and simple bottle.

Well during years, I had so many perfumes, and the truth is none of them lasts for the given season. That means I did not buy these perfumes again, so I did not turn back to these perfumes. Elizabeth Arden is my favourite for a long time.

If you can remember, what kind of criteria you used to chose that perfume?

I think this perfume was not chosen by me. I received it as a gift.

3. What does a favourite brand mean for you?

Well, it means for me, that I really like something, and I strongly feel that I get something reasonable for I have paid. In this case, I don't want to choose another brand; however, the competing brand should be very convincing in order to switch my

favourite brand. I don't really like to try novelties, in the case when I have another one which is satisfactory for me. But if other people propose a brand to me, I would try it, but what is well-tried, that is the only one for me.

4. What kind of fragrances do you like?

I would choose clean, simple fragrances. Those perfumes, which are very intensive, are disturbing me, and I cannot stand them. Those perfumes which remind me to cologne, I hate them.

5. Characterize a perfume, which arouses your interest in a store.

Firstly, for me is the appearance, so the packaging, because in my point of view perfume creators nowadays cannot invent new design or shape of the bottle, so it should have a beautiful and particular packaging, but at the same time it may cause disappointment to me, more precisely, these very attractive products cannot fulfil my expectations. These bigger creators – I started to recognize – they do not focus on very attractive bottles, they use simple and well designed shapes which is good. What stick my attention are the very extravagant perfumes, they are mass products, and they have horrible fragrances.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

I cannot answer this question precisely. To tell the truth I like the classical brands, I don't really like to try new ones. As I mentioned, Chanel and the bigger companies are more reliable since in the case of these companies the chance of disappointment is smaller, than in the case of these 'new' ones, like Fila, celebrities and so forth – I don't want to try them, because usually they are not good.

7. Based on what criteria you choose a brand of perfume for purchase?

I choose a brand exceptionally on the fragrance only. The shape and the design are minor to me. Above all, perfumes should be tried on the skin, because the fragrance may change considerably from one person to another. I used to try at the store, and I go home, wait for a few hours, and if I can smell the fragrance still, and it smells good – I give it a chance.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

I make my choice based my mood. In the morning I get dressed, go to the bathroom and put on my make-up and I search one perfume, well the sun is shining, and I expect a very good day, I prefer more the Elizabeth Arden perfume, because it may cause me better mood. But if my mood is a little bit bitter I would choose a slightly 'heavier' fragrance – in that case I would choose another one.

9. What kind of feelings do you experience, if you wear your favourite perfume?

Well, I think it is like a blazer, you put on, and you are more. You wear more... personally, I forget after ten minutes that I wear a fragrance but the other ones may feel it, and the feeling is very good that I don't have unpleasant smell. I am confident that I sprayed myself, even if I forget, and I know that the others can feel it.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes, because I can choose very hardly, what kind of perfume will fit me. I probe a lot of fragrances. But sometimes, I minded to think that a more intensive fragrance will good for me, and in my case I shouldn't do this. These fragrances are disturbing me as I mentioned. So, I have difficulties in choosing a perfume, which is why I used to call my mother's help. I ask her to try the same fragrance as well, and to show her opinion about it. I listen to her, because she has a good skill to choose floral and lighter fragrances for me.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

I think yes, I had an example for this. The most reason for that was I cannot stand out the fragrance of that perfume.

Date of the interview: 3rd March, 2014.

Duration: 14 minutes

General description

Aletta is 21 years old university student, she comes from Kaposvár and rents a flat in with her flatmate. In her free time she likes to watch handball matches, drawing, listening to music, playing badminton and reading. She does not do sports regularly, but sometimes she does some training. She likes dress up casually, and likes shopping. She uses perfumes every day, and she has more than one perfume.

1. What kind of perfume brands do you know / use?

Well, Chanel, Beyoncé, Shakira, Dior, Gucci, than Nina Ricci, and from these ones I use Chanel, Beyoncé and Shakira...and Naomi Campbell.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite is Beyoncé The Midnight Heat.

Because it is a fruity fragrance, and I like this one, it is long lasting and I can buy at a reasonable price, mostly due to these features.

If you can remember, what kind of criteria you used to chose that perfume?

Well, firstly based on the fragrance, it should be fruity, so I called the help of the shop assistant, and another important criterion was the price, it shouldn't be so expensive as well.

3. What does a favourite brand mean for you?

Well, one the one hand, it is important to get the same quality from the brand all the time, and it is necessary to have another fragrances from the same brand, in order to have the opportunity for me to try another scents.

4. What kind of fragrances do you like?

Firstly, I would choose fruity fragrances, and secondly floral ones.

5. Characterize a perfume, which arouses your interest in a store.

Obviously, the first element I would mention is the packaging, the bottles – so the aesthetics – I am sure about this. And another thing is the attractive colours, because

for me bright and garish colours are always getting my attention. Finally, price is important, because it can restrict those perfumes that I can afford to buy.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

For me it is the availability of the perfume, where you can buy it and on what price, for example. Obviously, the slogan, quality and long lasting performance of the perfume also play role in my choice.

7. Based on what criteria you choose a brand of perfume for purchase?

For me it is very important to have prestige and good social interpretation connected to that perfume. Then, I consider an essential point is that whether I have already used, and what is my attitude and feelings toward that particular brand. And at last, but not least the price is also an object.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

For a special occasion I would choose more intensive one, and for a simple day I would prefer lighter and fresh fragrances. And in addition to this, I match fragrances to my mood as well.

9. What kind of feelings do you experience, if you wear your favourite perfume?

I get cheerfulness if I wear my favourite fragrance and I become more confident as well.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes, I have. Because I did not know, what kind of fragrance will suitable for me and whether the fragrance will be pleasant on my skin.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Maybe I had, and that is why I used the test strip, and I did not wait for the appropriate time, it had totally different scent after a while, that I experienced in the store.

Date of the interview: 4th March, 2014.

Duration: 13 minutes

General description

Nikoletta is 22 years old, she is a university student, living a flat with her flatmate (renting). In her free time she loves reading, doing sports and playing chess. She does sports on a weekly basis. She likes to wear casual and a little bit elegant clothes. She very likes shopping. She has more than one perfume and uses every day.

1. What kind of perfume brands do you know / use?

Well, I mostly use perfumes from Avon, so I would mention Naomi Campbell, Christina Aguilera. I use perfumes from Avon.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

I don't have a favourite perfume.

Why don't you have favourite perfume?

The reason why I don't have a favourite perfume is that, I used to the fragrance very soon, and it does not mean a constant newness for me.

3. What does a favourite brand mean for you?

If I truly love that brand, I stick to that perfume on every price, on the other hand I do not switch to another brand, so I presumably become loyal to that brand.

4. What kind of fragrances do you like?

I would rather choose romantic fragrances, like the floral category, and maybe the fruity ones. I don't really like spicy scents.

5. Characterize a perfume, which arouses your interest in a store.

It should be very interesting on the bottle, which enhance my attention, or in the package, like colour, logo and it must be something on the bottle, like the Naomi Campbell Cat Deluxe's pink accessory.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

For me the most influential thing is the name, the brand of a perfume. And what is the judgment of that brand, I mean if I hear a lot about a brand or a fragrance, or if I meet a lot with that brand's advertisement, I more likely to go to a store and try it. Another feature I would mention is the opinion of my friends and maybe my family, to try one perfume. If my friend used, she loved it, I would rather buy and use it. These features are important to me.

7. Based on what criteria you choose a brand of perfume for purchase?

Basically, I do not make my purchase decision clearly on the basis of brands. The most influential factor is the fragrance, the scent of the perfume. I do not want to stick to one brand; it is more likely to choose a perfume which fits to my taste.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

Well, in the first place I choose one based on my mood. And in the case when I have an actual favourite, I wear that fragrance exceptionally for special occasions.

9. What kind of feelings do you experience, if you wear your favourite perfume?

It makes me a comfort feeling. I feel very well if I wear a pleasant fragrance.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes. The reason for this, practically I liked the fragrance, but I felt something unusual in it, which I could not name. And I could not decide, whether if I buy that fragrance and I wear for a whole day, I didn't know surely I would really love that perfume.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Yes. I ordered from a catalogue, and based on the sample I liked the fragrance of it. When it arrived the fragrance was totally different. And another case, from a Playboy perfume I got allergic reaction, by the way. So I regret to buy these two perfumes.

Date of the interview: 12th March, 2014.

Duration: 14 minutes

General description

Dorka is 21 years old university student. She comes from Kaposvár and she is renting a flat with two university students. In her free time she likes cycling, doing workouts, singing and cooking. She prefers the mixture of casual and elegant dresses. She is not really like shopping, it depends on her mood. She wears perfume every day and she has four fragrances.

1. What kind of perfume brands do you know / use?

I can mention Dior, Versace, Lancôme and Tom Tailor. I would prefer perfumes from Oriflame, because I can expect good value compared to the price, and I am addicted to their fragrances. I would add here, that is really important to me, that I don't like to choose a perfume, which is belong to mass products, namely to the most popular brands – I don't want to meet with my fragrance on other people in my closer community.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

I think the name of my favourite perfume is Paradise, I really like it. First of all, I really loved the fragrance of this perfume; I mean that the fragrance had more effect on my choice. But it was a really important aspect, that this perfume has absolutely attractive bottle. The bottle has gold cap with drop shape patterns, and as I mentioned I really like the fragrance of it, that is why this is my favourite perfume.

If you can remember, what kind of criteria you used to chose that perfume?

The reason for this that the fragrance is not so an intensive one, which I think is more characteristic for the elder women's preferences. In addition to this I don't really like the overly sweet and concentrated fragrances. However, this perfume is not so fresh, which I think is an advantage - so I can use it for the most events.

3. What does a favourite brand mean for you?

For me it reflects reliability and permanent quality, but at the same time continuous variety of products.

4. What kind of fragrances do you like?

I would prefer the mixture of fruity and spicy scents, so which is more likely to be sweet, but as I mentioned before it shouldn't be so concentrated.

5. Characterize a perfume, which arouses your interest in a store.

I love round shapes, every kind of circular element, but in every case it should be a simple shape. Besides, I focus on the cap of the perfume; I really like the metal ones. To sum it up, I prefer well-designed bottles and also it should be colourful, as well. I really like the warm colours, like terracotta, orange, and maybe light pink. For me the brand or brand sign play even minor role in my decision – I had Nina Ricci and Tommy Hilfiger perfumes, but I did not feel these better than other ones, I am not tend to stick to a brand.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

Basically, the shape and the colour should be appropriate for me, based on my opinion what product is stand more closely to my style. And if I have to choose from my tried perfumes, I will base my choice on the fragrance, which is more universal to use for most of the cases.

7. Based on what criteria you choose a brand of perfume for purchase?

As I said in the introduction I am not really prefer the most popular brands, that is the reason why I choose Oriflame, from which I order a product that I can afford in consideration of the fragrance of a certain perfume.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

I have categorized perfumes. I have lighter and summery ones like a cocktail, and I have a little bit sweeter ones. For example, for a dinner I would choose a moderate one, but for a party I would wear the summery one. In addition to this, if I have more time and I am able to enjoy my getting ready, I like to indulge myself with a preferred perfume. But on the other hand, when before I go to the university I just pick up and use it. So I can distinguish my perfumes, I just look at them, and since I know very well their fragrances, by this way I can choose more easily.

9. What kind of feelings do you experience, if you wear your favourite perfume?

As long as I can smell the fragrance it is extremely good, and after a while I get used to the fragrance and maybe in this case I forget it. But if somebody calls my attention that I have good fragrance I become proud. Proud, because I wear something that is liked by the other people.

10. Have you ever been uncertain when buying a perfume? If so, why?

Of course, I felt uncertainty a very lot of time. Otherwise, I can make a decision very hardly, not just in the case of perfumes. What makes me uncertain is the enormous choice of products, and I think every person has a fragrance, that based on their opinion they would like it. For me the decision making is not so easy, because sometimes I consider whether that perfume is necessary for me or not? So, I used to think very lot before I buy a perfume.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Yes I have, and this happened for the reason, because before the purchase I have chosen a perfume for myself. But at that time it was not appropriate for me to buy it. In this case, I considered three similar packaged perfumes. And after I returned back to buy it, I mixed up the perfumes – and I bought the wrong one. I think only the colour was just different, so I passed it to my mother.

Finally, I got the first perfume as a gift from my father and he guessed very well my taste – I liked that perfume.

Date of the interview: 18th March, 2014.

Duration: 22 minutes

General description

Zsófia is 20 years old university student. She lives with her family in a house. She has not so much free time, but she likes doing zumba, reading and go to the cinema. She wears clothes dependent on her mood. She hates shopping, and she tries to use perfume every day. She has more than one fragrance.

1. What kind of perfume brands do you know / use?

I know very well Kenzo, Lolita Lempicka and Yves Chantre Paris. I use Kenzo, Yves Chantre Hibiscus, and Lolita Lempicka.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

I really like Kenzo. It has floral and very fresh fragrance, which last all day long. This is true, because sometimes I used to the fragrance, and my friends tell me that I have a good fragrance even in the evening. Simply I really like its nice scent; I can explain you this perfumes as not an intensive one.

If you can remember, what kind of criteria you used to chose that perfume?

In the past one member of my family recommended me Kenzo, and I have become addicted to its fragrance.

3. What does a favourite brand mean for you?

For me it means the outstanding quality, this is a big name. It is okay that this perfume is quite expensive, but I got engaged to the fragrance and the character of it. The “bigness” of the brand means to me, that I hear about this brand frequently.

4. What kind of fragrances do you like?

I really like the floral ones, and maybe those ones which can be regarded as spicy.

5. Characterize a perfume, which arouses your interest in a store.

Maybe, for me the bottle has a minimal influence on my interest, and the assortment (ml) is important for me up to a certain level. The bottle should have lighter colours, and moderate appearance. Also, I don't really like to choose angular shapes; it should

be thin, and something interesting on it. Regarding the colours I prefer lighter colours for example the pastel ones, light green, blue, pink or lilac.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

I would mention exceptionally, the fragrance.

7. Based on what criteria you choose a brand of perfume for purchase?

I would be sure of a perfume purchase if I know that the fragrance chosen by me will be liked by the person, who is important to me. I can make my decision in this way, because I have received so many feedbacks since I used several perfumes in the past.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

For the first place I would mention my mood, and in the case when I know with whom I will meet. For the special occasions, I would give you an example. For a wedding I am sure that I would use surely the Kenzo, which is a floral one. But on the contrary, for Christmas I used to wear Lolita Lempicka, because I regard this perfume appropriate for this occasion, since its spicy characteristic. But for the weekdays, I even choose Kenzo, because it is not so intensive and significant.

9. What kind of feelings do you experience, if you wear your favourite perfume?

When I wear my favourite fragrance, I immediately feel myself more feminine. And depends on the fragrance (floral or spicy) some pictures come to my mind aroused by the fragrance.

10. Have you ever been uncertain when buying a perfume? If so, why?

No, I haven't. The fragrance of the perfume made me certain about my purchase. In my point of view, if I consider a fragrance, I have two choices: liking or disliking.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No, I cannot mention an example. But similar situation was, when I got a perfume as a gift, and I did not like it. That perfume had a very beautiful bottle, but I will never wear its fragrance. The reason for this, the scent is more likely similar to cologne, not

for a perfume. Well, actually it had a nice fragrance, but I could smell something in it which was not match to my taste.

Date of the interview: 12th March, 2014.

Duration: 13 minutes

General description

Alexandra is 22 years old university student. She lives with her boyfriend in a flat. In her free time she likes reading, watching films and walking with her friends. She goes regularly to do some exercises and she played basketball. She likes wearing sporty clothes. She really likes shopping. She uses perfume regularly, once or twice a day. She has two perfumes from the same brand.

1. What kind of perfume brands do you know / use?

I can mention Escada, Giorgio Armani, Gucci and Donna Karan New York. I use from these brands only the Escada.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

Now Escada has a new cherry fragrance perfume, Cherry in the Air, I really like it. It has become my favourite, because it is a summery fragrance and I used to focus on summer edition perfumes.

If you can remember, what kind of criteria you used to chose that perfume?

I think I heard about this perfume somewhere, than I decided to smell it. And first I met with this perfume in a duty-free shop in an airport. Then I tried it and it has a really nice fragrance for me. It has fruity, fresh sweet and youngish fragrance.

3. What does a favourite brand mean for you?

I insist to this brand. It fulfilled my expectations and I love it. That is the reason why I don't want to switch to another brand.

4. What kind of fragrances do you like?

Escada hit my taste. I really like this fruity, sweet and intensive fragrance of it.

5. Characterize a perfume, which arouses your interest in a store.

In the first place I would mention the style of the bottle. There are perfumes which have special bottles, for example Guerlain has the perfume bottle shaping a man and woman body. And this brand's Little Black Dress is so special for me. Or another example I can mention is Armani Code's black angular bottle. And for my favourite

perfume, Escada has a very bright and colourful bottle. Regarding the shape I would prefer the oval and lengthy shapes. I really like pink and yellow colours.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

The only factor for me is the fragrance. But I am thinking about the price whether it can be a distinction. For me slight differences between the prices are not so decisive.

7. Based on what criteria you choose a brand of perfume for purchase?

Mostly I buy Escada, and I am convinced about its perfume, and it is worth that price. Also I am considering the size of the perfume, for example a 100 ml perfume lasts for a year, and by this it is worth more expensive price.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

I must confess that another Escada perfume that I have has a little bit more intensive fragrance. Sometimes it cause me slight headache, but I got it as a gift so sometimes I put on this fragrance, as well. The reason for this is my friends and peers are like it, and I would add that this perfume is liked by my boyfriend. Mainly, I use my other perfume when I expect the coming day as a good one, and I have no doubts and worries for that day. So for me the number one fragrance is the cherry one by Escada.

9. What kind of feelings do you experience, if you wear your favourite perfume?

I have good feeling, however now I used to the fragrance on myself. I can smell only in the morning, but all day long I get positive feedback about my good fragrance. And I would add happiness and satisfaction to the feelings when I put on my favourite perfume.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes, I was really uncertain when I did not find my must-have Escada, and in that case I decided to buy nothing else.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Maybe in the past there were some examples. For another point, once I got a perfume as a gift – my mother thought that another Escada fragrance will liked by me, which was not from the summer editions. This fragrance a little bit disturbed me but I used it since I got as a gift.

Date of the interview: 12th March, 2014.

Duration: 18 minutes

General description

Bernadett is 26 years old university student. She lives with her family in a flat. In her free time, she likes playing music, and she is a cheer of Formula1 and she is an enthusiastic fan for puzzling. She is the member of three music bands. She does shotokan karate as regular sport activity. She prefers clothes which is appropriate for the event or the occasion. However she really like dresses up elegant also she likes loose fit and comfortable clothes, as well. She is absolutely admitted to shopping. She uses perfume every day, sometimes she misses it and this makes her anxious. She has three fragrances.

1. What kind of perfume brands do you know / use?

I can mention Lacoste, Puma, Adidas, Calvin Klein, J. Del Pozo, Trussardi and Celine Dion. And I use these perfumes, obviously the women edition of Puma and Adidas. Now I wear the perfume of Celine Dion.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

Maybe, I can name Puma Woman as my favourite perfume. The reason for this is quite obvious; this is the perfect example, where I feel absolutely that this perfume matches to my personality. And its fragrance is citrus and fresh, which I really like.

If you can remember, what kind of criteria you used to chose that perfume?

First of all, it was really important to me that it should have good fragrance. I was convinced about the fragrance, because I really like lemony and citrus fragrances. My most used practice is that I probe the perfume at the store, than I wait for a while and after I make a decision in consideration of the price.

3. What does a favourite brand mean for you?

I can attach femininity to this brand.

4. What kind of fragrances do you like?

I absolutely like the citrus fragrances.

5. Characterize a perfume, which arouses your interest in a store.

For me the major problem is the wide variety of the fragrances. Sometimes it is a little bit confusing for me, that I enter to a perfumery and very intensive and strong fragrances greet me at the entrance. I consider my choice based on brands, I used to try perfumes regarding their brand. For example, if I have the knowledge that a certain brand has a citrus fragrance, it is more likely that I try this at first. And sometimes I ask the help of the shop assistant. Another aspect is the design and the colour. For the fresh fragrances I really like light colours – green, pink, yellow and the warm colours, which reflect this scent type. Regarding the shape I would prefer the bell-shaped bottle. The bottle is very important to me, but the fragrance play the most essential role. And I would add the price into consideration.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

For the first sight, I would mention the design and the colour of the bottle. And of course I used to compare the perfumes that I have chosen to consider buying. Of course, I would try those ones which are advertised more frequently and said to be more popular.

7. Based on what criteria you choose a brand of perfume for purchase?

My method for perfume buying is the following. I used to check the website of the local perfumeries. If they have attractive orders which are suitable for me, I mean the fragrance liked by me, I am going to try and probe it. Then I compare these new ones to my Puma; because I don't want necessary to choose one which is very close to the fragrance of Puma.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

Actually, I use three types of perfumes. Trussardi has a very good fragrance, I really like it. Trussardi, Celine Dion and the third one is J. Del Pozo Halloween. So the most influence of my choice from these three is my mood. Also I take into consideration of my boyfriend's taste, he likes rather sweet fragrances, but I not really. Namely, when we have a date I put on Celine Dion in order to appeal him.

9. What kind of feelings do you experience, if you wear your favourite perfume?

It makes me confident, and I feel myself more feminine. And also I have some kind of feelings that I able to do everything.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have, so many times. I can mention you an example when I hesitated between three or four perfumes, and I could make my choice very hardly. How I used to decrease uncertainty that is I do not buy the perfume immediately. I always use the test strips and I bring with myself, I smell several times and finally I arrive to one decision.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No, I haven't. I don't know this aspect exactly. I can make my decision absolutely correct, because I choose those fragrances that I really like.

Date of the interview: 12th March, 2014.

Duration: 17 minutes

General description

Réka is 23 years old university student. She lives with her family in a flat. In her free time she does some sports, goes to the cinema and participates in a student organization at the Faculty. She likes wearing elegant and comfortable clothes. She uses perfume daily and she has more than one perfume.

1. What kind of perfume brands do you know / use?

First Prada, Donna Karan New York, Chloé, Tommy Hilfiger and Lolita Lempicka come to my mind. I use Donna Karan New York, Chloé and Ralph Lauren.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite one is Chloé. The fragrance of this perfume is extremely appealing to me. And when I put on this perfume, it has really nice scent. This is a typical perfume for every occasion and I regard the fragrance appropriate for the springtime. It has sweet and floral fragrance, and I really like these scents.

If you can remember, what kind of criteria you used to chose that perfume?

Before I considered buying Chloé, I read some websites and reviews about this perfume. The opinions were very positive so that's why I tried it. Another aspect was the design of the bottle, which is really attractive and that was the most tempting for me. I really like those bottles, which is connected to my appearance and clothing in colours or style.

3. What does a favourite brand mean for you?

This brand represents for me a certain style that I want to accomplish. This is elegant, graceful and airy style.

4. What kind of fragrances do you like?

I would rather prefer fruity and sweet fragrances up to a certain point of intensity. So it should have moderate fragrance with a little playfulness. I am seeking in a fragrance the variety, I mean that it is very appealing to me if the fragrance alters its scent along the day.

5. Characterize a perfume, which arouses your interest in a store.

It should have thin and transparent bottle, the fluid inside of the bottle should have some kind of feminine colour like pink or lilac. I really like to try those brand, which are over recommended and everybody know them. The reason for this that I want to know whether these perfumes are as good as the public see. Regarding the colours I would mention shiny colours and silvery glowing. For the shape I prefer rectangular ones. It can be either the wide or the delicate one.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

For me the most decisive aspect would be the brand name of the perfume. This is related to my brand loyalty, since I had a fragrance for a certain brand, which was good I am more likely to stick to Chloé. And another contributing factor obviously is the fragrance.

7. Based on what criteria you choose a brand of perfume for purchase?

Well, I do not buy a perfume at the first time I liked it. I try several times and I bring a sample with me and I ask my family's and friend's opinion about that fragrance.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

It depends on my mood. If I feel good I would rather choose the floral ones, but in the case when I worried or I have a bad mood I prefer discrete and mild ones. Also it is dependent on my obligations. For example if I have an important negotiation or presentation I use a fragrance which is not so intensive, but has a particular scent, because it makes me more confident. For a dinner or a date, I prefer sweet and floral fragrances.

9. What kind of feelings do you experience, if you wear your favourite perfume?

I have a very good and released feeling, despite the fact that I get used to the fragrance after a certain time. It is an advantageous situation that I know the others like my fragrance. So it is very nice if I get some feedback regarding my perfume.

10. Have you ever been uncertain when buying a perfume? If so, why?

Of course I have. As I mentioned, I read and search for the most popular perfumes and I was convinced about a brand. I felt that this will be my next favourite one and so on. After I went to a perfumery and I tried on my skin, it was not what I have expected. And I hesitated to buy it because the others regarded as a top perfume even if I did not like it.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No I haven't. Sometimes, I got a perfume as a gift which was not my taste.

Date of the interview: 19th March, 2014.

Duration: 23 minutes

General description

Ákos is 21 years old university student. He comes from Dombóvár, and he is renting a flat with another university student. In his free time, he doing sports, reading and writing articles. He likes wearing sporty and casual clothes. He does not really like shopping. He uses perfume every day. He has two fragrances.

1. What kind of perfume brands do you know / use?

I would say Diesel and Paco Rabanne, David Beckham, Dolce & Gabbana and Adidas. And I use David Beckham for everyday and I have Diesel White for special occasions.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

I would rather choose Diesel. On the other hand, this perfume arouses me a memory, my girlfriend chose for me.

If you can remember, what kind of criteria you used to chose that perfume?

Based on its pleasant fragrance and it was important that I can imagine myself to wear this perfume. I mostly choose perfumes, in which I can find my identity.

3. What does a favourite brand mean for you?

This brand communicates me masculinity, sporty feeling and this is not so expensive. After Diesel, the reasonable price and a high quality come to my mind.

4. What kind of fragrances do you like?

I would rather choose spicy ones, but this is variable. Sometimes I used to have more sweet fragrances, but recently I prefer spicy and a little bit woody perfumes.

5. Characterize a perfume, which arouses your interest in a store.

In any case, the packaging and the bottle should be attractive. For example, this Diesel has a bottle forming a hand in fist. And Paco Rabanne 1 million has the gold bullion shape, which is enhanced my attention very deeply. For me the design suggests a good quality and very pleasant fragrance, so that is why I more likely to smell perfumes in a special and attractive bottles. Regarding the shapes, it should be particular, and related

to masculinity like the fist. But I like the simple and rectangular shapes with white, black and maybe golden colours.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

I would mention as a distinctive factor, the advertisement of a perfume. I really like pay attention to these kinds of advertisements, because they can arouse my interest. So, a special advertisement is more likely to have influence on me to try that certain brand (he mentioned Axe). The advertisement should be funny and unique, and sometimes I can imagine myself into the situation. Another point is the affordable price for me. The highest quality category brand for me Paco Rabanne.

7. Based on what criteria you choose a brand of perfume for purchase?

For example, if I know the brand, and I have beneficial experiences regarding its perfumes, in this case I hesitate less for a purchase decision. For me this brand has an advantage in this manner, but if my friends recommend me a brand I will try and smell it. For example, I really like the Adidas brand generally, this is the reason why I probed their fragrances; I was not disappointed in the quality. But I come to the final choice based on my own priority, and as I mentioned I consider those perfume brand from which I have experiences, or recommended to me.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

It depends on my mood, and I more likely use those perfumes which I had earlier in the past. Namely, I used to apply pauses in the usage of a perfume, then after a while I return to this brand. This shows that I prefer variety in fragrances. For special occasions I would wear higher quality and more expensive ones like Paco Rabanne and Dolce & Gabbana. For weekdays or after sport training, I use the lower quality ones, like Diesel and Adidas. Those perfumes which have long lasting fragrance, I like to wear for special occasions.

9. What kind of feelings do you experience, if you wear your favourite perfume?

It makes more confident, and I expect good feedback from my environment. Also I can smell a fragrance on me it makes my day, and I feel happier. After a while, when I got used to a fragrance I tend to neglect that brand.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes, I have been regularly. I always have the few ones that I mentioned for choice, and this combination cause uncertainty. All of these perfumes are good to me, but still I cannot make my final choice. This is characteristic for me not in the case of perfumes, but in buying a pair of shoes, for example. I can lessen this effect, sometimes I go to buy these items with my friends, and they try to help my decision with their opinions. There was an example, when I regarded the suggestion by my friend, and that was the point when I got more convinced about I should choose other ones. And also the price range of the perfumes made me uncertain.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

I would mention you David Beckham. I bought this brand regularly, so I knew its design and appearance very well. Once, I bought this perfume without any special consideration, and when I arrived home, I noticed that I bought the wrong one. It was similar to the one that I used, but not the same. I did not like that perfume. It is possible that my taste changed. It was the only perfume which I bought without smelling, because I put trust into the brand.

Date of the interview: 10th March, 2014.

Duration: 13 minutes

General description

Zsolt is 22 years old university student and an entrepreneur. He comes from Dunaújváros and he is renting a flat with his girlfriend. In his free time, he likes reading, networking and he devotes time for his self-education and language learning, as well. He used to do sports regularly, but now he just does some workouts rarely. He likes to wear the combination of sporty and neat clothes. Sometimes, he likes shopping; he buys the things which are necessary to have. He uses one perfume every day.

1. What kind of perfume brands do you know / use?

I can mention you Giorgio Armani, Gucci, these bigger designers' perfumes. I use Carolina Herrera 212.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite is this Carolina Herrera; I had before Armani and other perfumes. It has absolutely pleasant fragrance and my girlfriend loves it. It is so simple why this has become my favourite.

If you can remember, what kind of criteria you used to chose that perfume?

I think, when I went to a perfumery the shop assistant recommended me, than I checked its fragrance.

3. What does a favourite brand mean for you?

For me it means nothing. The only one factor, I can mention you that I have good smell, if I use it. I don't idol this brand.

4. What kind of fragrances do you like?

I would rather choose sweet fragrances instead of the spicy and the woody ones.

5. Characterize a perfume, which arouses your interest in a store.

The bottle should have minimal design, regarding the colours I like the black and the white ones. I ignore those perfumes which has bright and colourful bottles. For an attractive perfume, it should have some pattern on it, but elegant. I prefer simple elegance.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

When I have to consider similar brands, in this case the bottle and the design are not so determinative for me. The only aspect is its fragrance, if I have to choose one, I decide based on only the fragrance of a certain brand.

7. Based on what criteria you choose a brand of perfume for purchase?

Obviously, the price is essential for me. But in the case when I meet with a perfume which has extremely good fragrance, I really consider buying it despite its price. I would add that this perfume should have a very high quality and long-lasting fragrance in order to pay expensive price for it. In addition to this, I prefer those products which are original and genuine from the certain brand. I heard from my friends that they have counterfeit products – I have always refused to buy these products. Certainly, I have a basic level, above which I am not willing to pay for a perfume.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

Since I have just only one perfume, I use it for every occasion. I am not that person who hesitating a lot before put a fragrance on me. I simply just use it. Based on my opinion, this perfume has a fragrance which is appropriate for most of the events. As I mentioned this has become to my favourite, because it has really good fragrance, and that is the reason why I use it for everyday. And finally, my girlfriend loves if I wear this perfume.

9. What kind of feelings do you experience, if you wear your favourite perfume?

This perfume makes me more confident. Somehow this fragrance has more or additional effect, which makes me this feeling. Also I would add, the feedback from my friends that they used to notice that I have a good fragrance, this makes me confident.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have, of course. In that situation I considered several perfumes to buy and I could not make my decision easily. I made my choice based on the price in this

situation and which worth that price in consideration of the assortment (ml). But most of the cases I can relative easily choose a perfume.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Yes, I have, when I bought counterfeit products. That is the reason why I buy only original products.

Date of the interview: 10th March, 2014.

Duration: 28 minutes

General description

Gábor is 22 years old university student and an inventor, entrepreneur. He comes from Bonyhád, and he is renting a flat with a French Erasmus student. In his free time he likes doing some sports. Usually, he tries to wear casual and elegant styled clothes. If he has enough money, he likes shopping. He use perfume regularly, and he has two fragrances.

1. What kind of perfume brands do you know / use?

I would say Diesel, Ferrari, Lacoste and Hugo Boss. I recently use Diesel and Hugo Boss perfumes.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

I don't have favourite perfume.

Why don't you have favourite perfume?

The reason for this is I choose perfume based on the fragrance not the brand.

3. What does a favourite brand mean for you?

This brand would mean the opportunity for me to represent myself.

4. What kind of fragrances do you like?

Absolutely I like the sweet and intensive ones.

5. Characterize a perfume, which arouses your interest in a store.

For me the very first aspect is still the fragrance of a perfume. But if I have to say additional things, I would consider the design and style. This should be powerful shape, like my Diesel the bottle is shaping a hand in a fist. Regarding the colours I prefer the dark ones; black, grey, dark lilac and maybe blue or light green.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

For me, I suppose that the price is not so decisive. But I always choose a perfume based on the fact that what type of event I will use for. That is why I do not tend to buy a lot of perfumes from the cheapest one. I rather search for those perfumes which

will fit my taste with relatively small consideration of the price. The price is not so decisive for me, not because I am too rich, but if I spend money for a perfume, I would expect a good perfume, which costs a little bit more.

7. Based on what criteria you choose a brand of perfume for purchase?

It is highly dependent on my mood and life stage and style. First thing first, I make my decision based on the fragrance, and if a perfume has a very nice and pleasant fragrance that is the point when I decide to buy it. I usually regard my well known brands – those that I mentioned in the introduction. From these brands I try to smell all of the fragrances in line with my taste. For example, I chose my Diesel for a typical smart cloth and suited up occasions. And I have the Boss it is appropriate for sporty occasions, this has spicy and more intensive fragrance.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

Since, I have two perfumes, up to a point I am restricted somehow. This means that one is an elegant fragrance and the other one is sporty and ferial. I use Boss for a weekday which is a spicy fragrance, and Diesel has sweet and robust fragrance, I use Diesel for example at night. I decided these fragrances to be elegant or sporty, because the fragrance of a perfume triggered these feelings. And also this evaluation may originate in the difference between the spicy and sweet fragrances. For me the sweet fragrance is more likely to represent my personality, because I regard myself as a neat and elegant person, and by this way I attach to this appearance the sweeter ones.

9. What kind of feelings do you experience, if you wear your favourite perfume?

My favourite perfumes make me confident. And I feel that I wear something more which represents me and I am convinced that I can be myself as the fragrance also matches to my personality. But for example, the Boss perfume does not arouse intensive emotions, since I use it generally. But still this perfume makes me feel good, as well. And sometimes if I miss to put on a perfume, I used to recognize that something is missing even if I cannot smell the fragrance permanently. This situation makes me frustrated.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have. The purchase of a perfume and a pair of shoes are typical examples, when I become uncertain. For example, I chose Diesel relative hardly, and there were other competing perfumes for my taste, and I felt absolutely uncertain regarding my best choice. Which made me uncertain was the fact that I experienced these brands' perfumes to be on the same sweet scent category. Obviously from these sweet and elegant fragrances there are countless of products, and I wanted to have this fragrance, because I like these scents. Although, I made my final choice on the ability of a perfume, that can represent my personality accurately. I decided this ability absolutely on my intuition.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Yes, I have more times. This regret is originated in my wrong choice. This was the case when I only relied on my simple intuition. This perfume had an offensive fragrance and it disturbed me. This is related to that fact, that it was not so long-lasting.

Date of the interview: 10th March, 2014.

Duration: 16 minutes

General description

Daniel is 21 years old university student. He lives with his parents in a house. In his free time he likes working out, going out with his friends and playing computer games. He does sports regularly. He prefers to wear sporty and elegant clothes. He uses perfume every day. He has more than one perfume.

1. What kind of perfume brands do you know / use?

I can mention, Carolina Herrera, Hugo Boss, Giorgio Armani and Schumacher. I use Carolina Herrera, and the other one which I use is the Adidas fragrance, that is a cheaper one for general usage.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite perfume is Attitude by Giorgio Armani. This perfume has a really nice spicy fragrance. It has a special style, which is appealing to me. It arouses me good feelings.

If you can remember, what kind of criteria you used to chose that perfume?

This perfume is recommended by my friend. I would add here the fragrance was not the only reason, why I chose this as my favourite. I paid very close attention to the big picture of the perfume. By this design I can match to my style of clothing.

3. What does a favourite brand mean for you?

It suggests me elegance, style and high quality.

4. What kind of fragrances do you like?

I would prefer spicy fragrances.

5. Characterize a perfume, which arouses your interest in a store.

Regarding its appearance, I consider those perfumes that has not too extreme bottle. I can mention you an example of a perfume that has skull-shaped bottle, I do not pay attention to these perfumes. For me the simple and stylistic shapes are more attractive. And also I really like those perfumes, which have transparent bottle, and I can see the colour of the liquid in it. I cannot name exact colours, but I rather prefer the light ones.

Obviously, if a bottle has a well-know brand's logo on it, it can be attractive for me, as well.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

The most influential would be the appearance, the shape and the colour of the bottle.

7. Based on what criteria you choose a brand of perfume for purchase?

I only choose a perfume directly of a brand, if I am familiar with its quality. In this case I consider buying that perfume. I cannot say that I need only Giorgio Armani or Carolina Herrera. But on the contrary, I don't want to buy no-name products. And also the price may have direct effect on my choice.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

It is dependent on my tasks that I have to fulfil on that certain day. For example, if I go to the gym and then after I go home, in this case I don't want to choose expensive perfume either. But in the case when I am going to meet with my friends in the evening, I more likely to use the higher quality, and more preferred perfume in the beginning of the day. More precisely, I use the Adidas perfume for a simple weekday, while for a special occasion, which requires neat and elegant clothing, I choose Carolina Herrera. Carolina Herrera is superior to the Adidas, because it has better fragrance, and has more lasting freshness. So I emphasize my sporty feeling with the Adidas perfume, and my elegant style with Carolina Herrera.

9. What kind of feelings do you experience, if you wear your favourite perfume?

Both perfumes make me confident. But in the case of elegant Carolina Herrera perfume this effect is more dominant. Adidas doesn't arouse the same feeling like in the case of Carolina Herrera. The reason for this, that Adidas has lower quality and Carolina Herrera has values that are more important for me, like quality and long lasting freshness.

10. Have you ever been uncertain when buying a perfume? If so, why?

I cannot give you straight answer, sometimes I feel uncertain and sometimes not. I have an opinion on this topic, up to a given point I am certain, I know that I want spicy fragrances and I know the brand, as well. After this I narrow the related perfumes into a few, based on the price. And this is the point where I start to feel uncertain about which perfume should be chosen from the few. I used to call the help of my friends to support my decision. And after this I can decide for which occasion I would buy that perfume.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No, I don't have. In every single case I could make up my mind and the above mentioned process of selection lead to the appropriate perfume choice. I would consider brand as a convincing factor, because it means me a guarantee for good quality. For me, if a product labelled by a particular brand, it is a sign for me about the intensity and the lastingness of the fragrance. And in addition to this, if I liked the fragrance of the brand I did not regret buying. However, I can mention you Playboy as a brand that did not fulfilled my expectations, and in this case I regret buying.

Date of the interview: 11th March, 2014.

Duration: 18 minutes

General description

András is 21 years old university student and athlete. He comes from Nagykanizsa and lives in his own flat alone. In his free time he likes doing sports, reading and travelling. He likes to wear the combination of elegant and sporty clothes. He likes shopping. He has more than one fragrance, and he does not use perfume necessarily every day.

1. What kind of perfume brands do you know / use?

I know Dolce & Gabbana, Calvin Klein, Giorgio Armani and most of the time I use these brands.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite perfume is a Giorgio Armani Code. This fragrance has become my favourite because my girlfriend loves it.

If you can remember, what kind of criteria you used to chose that perfume?

I did not choose this perfume; I got it as gift from one of my family member. I really like the fragrance of it; it was a very good choice by them.

3. What does a favourite brand mean for you?

This brand means to me, if I wear a perfume from Armani I feel myself more attractive and tempting.

4. What kind of fragrances do you like?

I cannot stand out sweet fragrance that is the reason why I choose woody and spicy fragrances.

5. Characterize a perfume, which arouses your interest in a store.

I don't like those perfumes that have flashy and very colourful bottles. I would rather choose a perfume with an elegant, simple packaging and bottle. I can mention you two types of perfumes which are most attractive for me, regarding its bottle. The first one is the black bottle – I think this reflects elegance the best way. The second one is the transparent bottle with golden fluid in it – this means simplicity and origin for me.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

In any case I consider the name of the perfume, the brand. This feature is very important for me to choose a perfume. In addition to this, I used to include past experiences and evaluations of a brand into my decision and selection. I more likely to choose new fragrances from those brands, from I had interactions earlier. Besides, up to a certain extent, the advertisements have influence on my choice. In the case when I met with an advertisement which is appealing to me and bring the style of mine, I rather smell that perfume. But on the contrary, the presence of the brand logo on the bottle is not so important me.

7. Based on what criteria you choose a brand of perfume for purchase?

On the one side, I consider the fragrance of a perfume and on the other hand the price can be the most influential aspect for my purchase decision. But in some cases, I would devote more money for a perfume if this product is very high quality and has extremely good fragrance.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

I can group my perfumes into two categories. One (Dolce & Gabbana) can be regarded as an appropriate fragrance for spring time; this is lighter and moderate fragrance. The other one (Giorgio Armani), I use this for the evenings and night parties, this has more intensive and spicy fragrance. So these two perfumes I have, and based on my day I choose in line with the events and occasions. I use Giorgio Armani for weekdays.

9. What kind of feelings do you experience, if you wear your favourite perfume?

I clearly say, that I become confident from this fragrance.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have, this was the case when more than one fragrance I considered to buy, because these perfumes had really good smell, and a little bit similar to each other. I made my final choice based on the price; in that case I considered which perfume is worth better. If I remember well, I have chosen the cheaper one, since the fragrances were similar.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No I don't have, I did not regret buying a perfume at all. But I got a perfume as a gift which I did not use, because the fragrance was not suitable for me.

Date of the interview: 12th March, 2014.

Duration: 13 minutes

General description

Zoltán is 21 years old university student, he lives alone. In his free time he likes watching films and travelling in Europe. He rarely does some sports. He likes to wear the combination of casual and elegant clothes. He does not like shopping. He uses perfumes regularly, every day and he has two fragrances.

1. What kind of perfume brands do you know / use?

I would mention Chanel, Giorgio Armani and Paco Rabanne. From these brands I used Chanel and Paco Rabanne.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite perfume is a Chanel one. This has become my favourite, because it has sweetish fragrance, and besides this it is quite marked and intensive. I really like it, because I don't have to use too much from it, and it is very long-lasting and intensive.

If you can remember, what kind of criteria you used to chose that perfume?

I did not choose this perfume, I got it as gift. Despite this fact, it was a very good choice, because I like it very much. Well, I would describe you this fragrance as a serious one, and I regard myself as a serious person. I think the perfume has been selected based on this fact.

3. What does a favourite brand mean for you?

Chanel is clearly means elegance for me.

4. What kind of fragrances do you like?

I would prefer those perfumes, which can be categorized into the sweeter ones, but it shouldn't be so sweet and intrusive. This Chanel has similar fragrance with an alcoholic scent.

5. Characterize a perfume, which arouses your interest in a store.

I more likely to pay attention to those perfumes that have nice and elegant packaging. I really like rectangular shapes with darker colours like black, blue and maybe grey. In addition to this the brand logo is very important to me on the bottle.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

The most decisive factor would be the pleasant fragrance. Moreover, it is important to me the long-lastingness of the perfume. However, I try to choose those perfumes that have intensive but not so strong fragrance, because there is a certain point up to which I bear a fragrance on myself. Once I had a perfume, which disturbed me after a certain time.

7. Based on what criteria you choose a brand of perfume for purchase?

If a perfume has nice and elegant style and fragrance it is not enough for me. It should have something additional. I can assess this element by what type of feelings and mood I have, when I smell that perfume. If this is pleasant for me as well, I am willing to pay even higher amount of money for that perfume.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

It depends on my mood, or which perfume is more close to my taste in that moment. Basically, I cannot differentiate between the two perfumes that I have, because they mean very similar values to me. I cannot say strictly that I use Chanel or Paco Rabanne for special occasions, and for a simple day.

9. What kind of feelings do you experience, if you wear your favourite perfume?

They arouse extremely positive emotions in me. And if I miss to put on a fragrance I become anxious and frustrated. When I have a good smell, my attitude becomes more positive toward a day. I had a perfume for which I can attach a memory, for example I really like that perfume which I worn at my school leaving exam.

10. Have you ever been uncertain when buying a perfume? If so, why?

No, I have never been uncertain. In the majority of the cases I got perfumes as a gift. These were always good choices.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No, I don't have. I was sure about my purchase, because sometimes I ask my parents or friends about a certain fragrance and if they like it, I more likely to buy that perfume. As you can see, the opinion of others is important to me, but of course I consider my taste, as well.

Date of the interview: 25th March, 2014.

Duration: 21 minutes

General description

Péter is 23 years old individual entrepreneur, comes from Székesfehérvár and he lives with a university student. In his free time he usually deals with his work, watching films, be with his girlfriend and doing sports. He likes riding, playing basketball and chess, swimming and cycling. He hates shopping. He likes wearing the combination of casual and sporty clothes. He uses one fragrance not on every day.

1. What kind of perfume brands do you know / use?

I can mention Adidas, Puma, Lamborghini, Antonio Banderas, Dolce & Gabbana and Gucci. And recently I use Formula 1 perfume.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

My favourite perfume – as I have one – the Formula 1. This perfume has not only the fragrance of fresh air, but it has marked and not too intensive scent. This characteristic of the perfume ensures me to feel the smell all day long.

If you can remember, what kind of criteria you used to chose that perfume?

First, I got it as a gift. Then, I decided to buy this perfume regularly.

3. What does a favourite brand mean for you?

Well, I have to tell you that I am not dependent on brands. If a perfume brings me high quality and a good fragrance that I expected, in this case I don't care whether the bottle holds the name of Adidas as Formula 1. Obviously, it is important me the rational relationship between the perfume's price and its quality. For me a perfume is not worth a lot of money, I would rather choose those ones that can be grouped into cheaper ones. So if I got quality and values that I expect for this lower price, I more likely to choose this perfume again.

4. What kind of fragrances do you like?

I would prefer those fragrances that have minimal sweetness, but not the sweetest ones. In the same time, I expect the typical masculine scent in it, which is powerful and fresh.

5. Characterize a perfume, which arouses your interest in a store.

Well, most of the time my girlfriend goes along with me to choose a perfume. In the first stage she recommends me some. In this point I am not considering a perfume based on its fragrance, but I am sure that I would try the most expensive one. The reason for this is simple curiosity, since this is the most expensive one; I would rather smell that what kind of scent they sell for this price. In addition to this, I like to try those brands that I have never heard before, or I heard them, but not as a perfume brand. I can mention you Lamborghini as an example, which was very interesting and attractive for me. Besides, I am interested in those perfumes that have extravagant bottles which grasp my attention, and usually I ignore transparent bottles. The extravagancy means for me not the usual rectangular ones, I prefer asymmetric shapes. I really like to narrow the selection of perfumes based on colours. An attractive perfume should have a colour which distinguishes this brand from the others on the shelf. The colours would be garish blue and green.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

I would choose based on exceptionally on the fragrance of the perfume.

7. Based on what criteria you choose a brand of perfume for purchase?

Most of the times, I make my final chose based on the price of the perfume. As I mentioned I am not willing to spend so much money for a perfume. Between these circumstances I cannot devote lot money for the most popular brands, or the most wanted fragrances. As my expectations say, I can choose a perfume from the lower price range that is absolutely fulfils my expectations and makes me satisfied.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

Since I have only one perfume the choice is not so difficult. In addition to this I do not use this perfume every day. When I know that I am going to an event or a place that requires putting on a fragrance I would choose Formula 1 perfume. In these cases I regard this perfume as an appropriate accessory to my clothing and personality. I can clarify these events like a meeting, presentation, or just a date with my girlfriend. But sometimes if I have good mood on weekdays I used to wear this perfume.

9. What kind of feelings do you experience, if you wear your favourite perfume?

I think I have better fragrance, maybe I become more attractive. But I cannot attach any special values into this brand. So I don't have extreme feelings, I just simply know that I wear pleasant fragrance.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have. It was the case when I smelled a lot of perfumes, and my ability to differentiate scents was off. As I saw, the selection was extremely wide, and certain fragrances were very similar to each other. Regarding men's perfumes, my nose cannot differentiate considerable differences between the fragrances. That is why I used to call the help of my girlfriend, who is more familiar with these topics. So in this case I hardly thought over that what was the best, or which had better fragrance than the other one. Finally I made up my mind, I returned to Formula 1.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

No, I have never. I got perfume as gift, and it was my favourite one, the Formula 1.

Date of the interview: 27th March, 2014.

Duration: 16 minutes

General description

Balázs is 23 years old university student and he lives with his family. In his free time he likes playing squash, hiking but he rather deals with his profession. He does not follow the latest trends in his clothing, but he tries to choose clothes with loose elegance. He uses perfume every day, and he has one fragrance.

1. What kind of perfume brands do you know / use?

I can mention you Esprit, Adidas and Puma and mostly I use these brands.

2. Name your favourite one (if any) and describe in few words why this has become your favourite.

For me, my favourite was the blue Puma, which has cancelled from the market unfortunately. And now I am using an Adidas perfume, but I cannot tell you the exact name of it. So Puma has a fresh and youngish fragrance, this is not so intensive and intrusive, but it has a very pleasant fragrance. The only one disadvantage, that I can mention that the fragrance said to be intensive about five to six hours, and after this period the scent has become lighter.

If you can remember, what kind of criteria you used to chose that perfume?

Personally, when I am considering to buying a perfume, I try and smell lot of options. On the one hand, the fragrance of this perfume was important to me and on the other hand the brand meant me not the accustomed ones. Also I involved the values that brought this brand into my final choice.

3. What does a favourite brand mean for you?

I can regard this brand as youngish and sporty.

4. What kind of fragrances do you like?

I do not really like intrusive fragrances. An attractive perfume for me should have some special and unique scent in it. And of course I choose those ones that are pleasant for me and I can wear that fragrance all day long. For me it is important to reflect my personality in the fragrance choice. I regard perfume as the very essential first impression that is the reason why I ignore those ones that are very intensive. I mean I choose a perfume as a complement to my personal character. Finally, I can

make final choice for a perfume extremely difficult and after this choice I more likely to stick to this brand.

5. Characterize a perfume, which arouses your interest in a store.

Since, I have Puma as my favourite I don't really like to switch between brands. I do not want to regard other brand's fragrances. However, recently I am in trouble, because as I mentioned this perfume cancelled from the market.

6. What distinctive features would you mention which make you a perfume brand more attractive compared to other brands?

Regarding advertisements if I recognize celebrity in it, it would have very negative effect on my choice. I am sure that I won't use a perfume marketed by David Beckham, for example.

7. Based on what criteria you choose a brand of perfume for purchase?

More likely I make my final decision to purchase based on the price, assortment of the perfume and the composition of the fragrance.

8. How do you choose a perfume while you getting ready or dress up at home for a day, or a special occasion?

In this case, I have only one perfume so my choice is not so difficult.

9. What kind of feelings do you experience, if you wear your favourite perfume?

Personally, I cannot mention you powerful emotions that can attach to this brand. Of course I use perfume for the reason to wear better and more pleasant fragrance.

10. Have you ever been uncertain when buying a perfume? If so, why?

Yes I have. However, the purchase of a perfume is really rare in my case. The most disturbing factor for me is the very intensive and thick smell in the perfumery. This means me difficulty to choose the best perfume for me between these circumstances. Most of the time, I use a perfume on my skin, and then I pay attention to the intensity and the lastingness of it. But usually after a lengthy consideration of possible options, I always make my final decision.

11. Do you have an example, when you regretted to buy a perfume? If so, why?

Since the purchase of a perfume is a very complex and long process for me. I try to minimize uncertainty and wrong choice along it, I can make my decision best. I am not the person who buys a perfume solely on the popularity or the social evaluation of a fragrance; I would pay money for real values and higher quality.

APPENDIX E

Results of the Associative Exercises

Renáta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral					✗
fruity-floral-sweet		✗			
oriental-vanilla				✗	
fruity-fresh-intensive			✗		
fruity-floral-light	✗				

Aletta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral	✗				
fruity-floral-sweet		✗			
oriental-vanilla				✗	✗
fruity-fresh-intensive				✗	
fruity-floral-light			✗		

Nikoletta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral					✗
fruity-floral-sweet	✗				
oriental-vanilla		✗			
fruity-fresh-intensive			✗		
fruity-floral-light				✗	

Dorka

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral					✗
fruity-floral-sweet				✗	
oriental-vanilla		✗			
fruity-fresh-intensive	✗				
fruity-floral-light			✗		

Zsófia

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral					✗
fruity-floral-sweet				✗	
oriental-vanilla		✗			
fruity-fresh-intensive			✗		
fruity-floral-light	✗				

Alexandra

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral					✗
fruity-floral-sweet			✗		
oriental-vanilla		✗			
fruity-fresh-intensive	✗				
fruity-floral-light				✗	

Bettina

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral				✗	
fruity-floral-sweet			✗		
oriental-vanilla		✗			
fruity-fresh-intensive	✗				
fruity-floral-light					✗

Réka

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
oriental-floral		✗			
fruity-floral-sweet				✗	
oriental-vanilla					✗
fruity-fresh-intensive		✗			
fruity-floral-light			✗		

Table 13: Responses to fragrance and personality relationship (female)

Renáta

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation				✗	
Beyoncé Heat	✗				
Mexx Black Woman					✗
Playboy Play it Lovely		✗			
Bruno Banani Dangerous Woman			✗		

Nikoletta

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation	✗				
Beyoncé Heat				✗	
Mexx Black Woman					✗
Playboy Play it Lovely			✗		
Bruno Banani Dangerous Woman		✗			

Zsófia

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation					✗
Beyoncé Heat				✗	
Mexx Black Woman			✗		
Playboy Play it Lovely		✗			
Bruno Banani Dangerous Woman	✗				

Bettina

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation	✗				
Beyoncé Heat			✗		
Mexx Black Woman				✗	
Playboy Play it Lovely		✗			
Bruno Banani Dangerous Woman					✗

Aletta

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation				✗	
Beyoncé Heat	✗				
Mexx Black Woman		✗			
Playboy Play it Lovely			✗		
Bruno Banani Dangerous Woman					✗

Dorka

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation					✗
Beyoncé Heat				✗	
Mexx Black Woman			✗		
Playboy Play it Lovely		✗			
Bruno Banani Dangerous Woman	✗				

Alexandra

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation				✗	
Beyoncé Heat	✗				
Mexx Black Woman					✗
Playboy Play it Lovely			✗		
Bruno Banani Dangerous Woman		✗			

Réka

	oriental-floral	fruity-floral-sweet	oriental-vanilla	fruity-fresh-intensive	fruity-floral-light
Adidas Fun Sensation		✗			
Beyoncé Heat	✗				
Mexx Black Woman			✗		
Playboy Play it Lovely				✗	
Bruno Banani Dangerous Woman					✗

Table 14: Responses to brand and fragrance relationship (female)

Renáta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation	✗				
Beyoncé Heat				✗	
Mexx Black Woman			✗		
Playboy Play it Lovely					✗
Bruno Banani Dangerous Woman		✗			

Nikoletta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat		✗			
Mexx Black Woman					✗
Playboy Play it Lovely				✗	
Bruno Banani Dangerous Woman	✗				

Zsófia

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat	✗				
Mexx Black Woman		✗			
Playboy Play it Lovely				✗	
Bruno Banani Dangerous Woman					✗

Bettina

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat		✗			
Mexx Black Woman					✗
Playboy Play it Lovely	✗				
Bruno Banani Dangerous Woman				✗	

Aletta

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat		✗			
Mexx Black Woman				✗	
Playboy Play it Lovely					✗
Bruno Banani Dangerous Woman	✗				

Dorka

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat				✗	
Mexx Black Woman		✗			
Playboy Play it Lovely	✗				
Bruno Banani Dangerous Woman					✗

Alexandra

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation	✗				
Beyoncé Heat		✗			
Mexx Black Woman				✗	
Playboy Play it Lovely					✗
Bruno Banani Dangerous Woman			✗		

Réka

	lively-vivid-sexy	alluring-sophisticated-natural	joyful-energetic-confident	irresistible-sexy-ultra-feminine	sexy-elegant-feminine-mysterious
Adidas Fun Sensation			✗		
Beyoncé Heat	✗				
Mexx Black Woman					✗
Playboy Play it Lovely		✗			
Bruno Banani Dangerous Woman				✗	

Table 15: Responses to brand and personality relationship (female)

Ákos

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy			✗		
woody-aromatic-spicy					✗
woody-aromatic				✗	
woody-spicy	✗				
oriental-woody		✗			

Zsolt

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy			✗		
woody-aromatic-spicy	✗				
woody-aromatic		✗			
woody-spicy					✗
oriental-woody				✗	

Gábor

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy				✗	
woody-aromatic-spicy		✗			
woody-aromatic			✗		
woody-spicy	✗				
oriental-woody					✗

Dániel

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy					✗
woody-aromatic-spicy			✗		
woody-aromatic	✗				
woody-spicy		✗			
oriental-woody				✗	

András

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy				✗	
woody-aromatic-spicy					✗
woody-aromatic			✗		
woody-spicy		✗			
oriental-woody	✗				

Zoltán

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy					✗
woody-aromatic-spicy		✗			
woody-aromatic	✗				
woody-spicy			✗		
oriental-woody				✗	

Péter

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy			✗		
woody-aromatic-spicy	✗				
woody-aromatic					✗
woody-spicy				✗	
oriental-woody		✗			

Balázs

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
citrus-spicy					✗
woody-aromatic-spicy			✗		
woody-aromatic		✗			
woody-spicy				✗	
oriental-woody	✗				

Table 16: Responses to fragrance and personality relationship (male)

Ákos

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man				✗	
Azzaro Pour Homme	✗				
Playboy Hollywood		✗			
Bruno Banani Dangerous Man			✗		
Adidas Intense Touch					✗

Gábor

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man			✗		
Azzaro Pour Homme					✗
Playboy Hollywood				✗	
Bruno Banani Dangerous Man	✗				
Adidas Intense Touch		✗			

András

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man				✗	
Azzaro Pour Homme					✗
Playboy Hollywood			✗		
Bruno Banani Dangerous Man		✗			
Adidas Intense Touch	✗				

Péter

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man	✗				
Azzaro Pour Homme					✗
Playboy Hollywood		✗			
Bruno Banani Dangerous Man			✗		
Adidas Intense Touch				✗	

Zsolt

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man				✗	
Azzaro Pour Homme					✗
Playboy Hollywood			✗		
Bruno Banani Dangerous Man		✗			
Adidas Intense Touch	✗				

Dániel

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man		✗			
Azzaro Pour Homme				✗	
Playboy Hollywood			✗		
Bruno Banani Dangerous Man	✗				
Adidas Intense Touch					✗

Zoltán

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man		✗			
Azzaro Pour Homme				✗	
Playboy Hollywood	✗				
Bruno Banani Dangerous Man					✗
Adidas Intense Touch			✗		

Balázs

	citrus-spicy	woody-aromatic-spicy	woody-aromatic	woody-spicy	oriental-woody
Mexx Black Man			✗		
Azzaro Pour Homme		✗			
Playboy Hollywood	✗				
Bruno Banani Dangerous Man					✗
Adidas Intense Touch				✗	

Table 17: Responses to brand and fragrance relationship (male)

Ákos

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man		✗			
Azzaro Pour Homme	✗				
Playboy Hollywood					✗
Bruno Banani Dangerous Man				✗	
Adidas Intense Touch			✗		

Zsolt

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man	✗				
Azzaro Pour Homme			✗		
Playboy Hollywood		✗			
Bruno Banani Dangerous Man				✗	
Adidas Intense Touch					✗

Gábor

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man	✗				
Azzaro Pour Homme			✗		
Playboy Hollywood					✗
Bruno Banani Dangerous Man				✗	
Adidas Intense Touch		✗			

Dániel

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man			✗		
Azzaro Pour Homme	✗				
Playboy Hollywood				✗	
Bruno Banani Dangerous Man					✗
Adidas Intense Touch		✗			

András

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man			✗		
Azzaro Pour Homme	✗				
Playboy Hollywood					✗
Bruno Banani Dangerous Man		✗			
Adidas Intense Touch				✗	

Zoltán

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man			✗		
Azzaro Pour Homme		✗			
Playboy Hollywood				✗	
Bruno Banani Dangerous Man					✗
Adidas Intense Touch	✗				

Péter

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man			✗		
Azzaro Pour Homme		✗			
Playboy Hollywood				✗	
Bruno Banani Dangerous Man	✗				
Adidas Intense Touch					✗

Balázs

	intensive-hypermasculine-improver	uncompromising-dedicated-confident	rugged-masculine-sophisticated	cool-youthful-conqueror	funky-partying-popular
Mexx Black Man		✗			
Azzaro Pour Homme			✗		
Playboy Hollywood					✗
Bruno Banani Dangerous Man	✗				
Adidas Intense Touch				✗	

Table 18: Responses to brand and personality relationship (male)