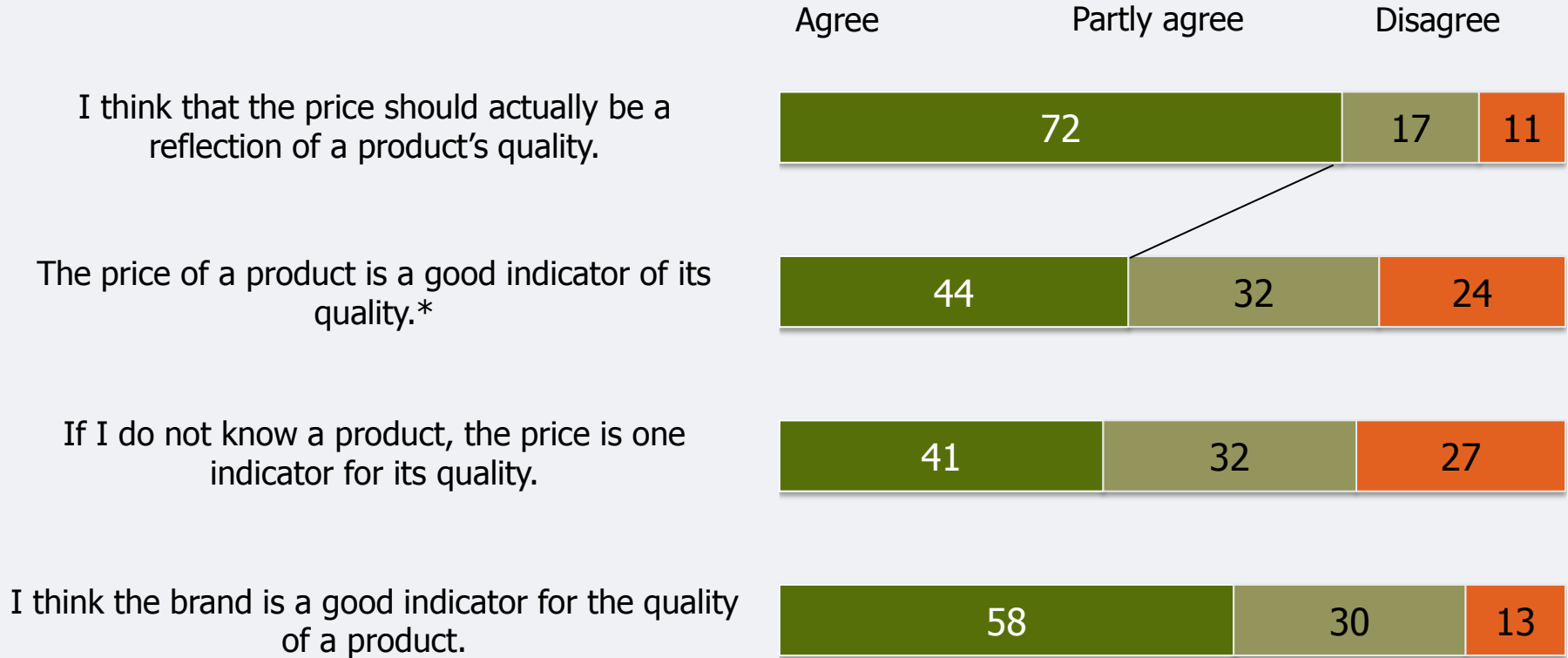


## Price-Quality Schema: discrepancy between desire and reality

Multiple choice on a 7-tiered scale – agreement = top 3 box, rejection = low 3 box – figures in % -



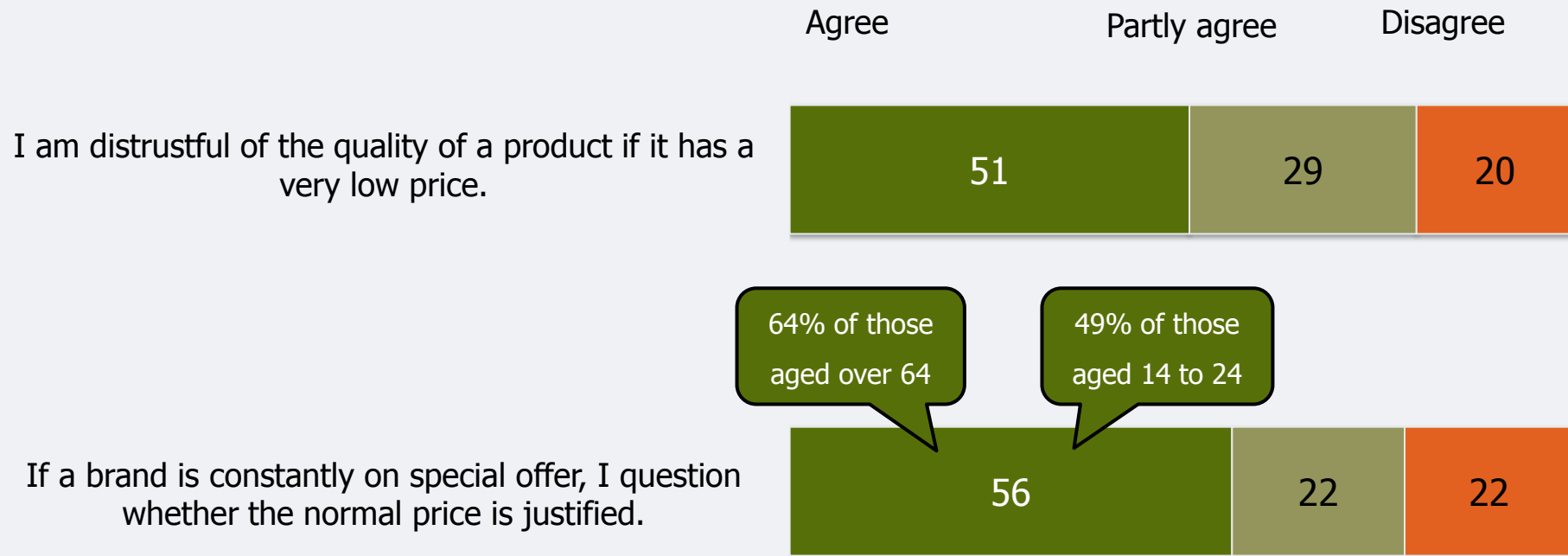
## *A differentiated view of the Price-Quality Schema: the principle still applies, although it is not completely intact (anymore)*

Multiple choice on a 7-tiered scale – agreement = top 3 box, rejection = low 3 box – figures in % -



## *It is not without risk for brands to have too many price promotion campaigns*

Multiple choice on a 7-tiered scale – agreement = top 3 box, rejection = low 3 box – figures in % -



## The price also represents ethical dimensions such as the environment and equality

Multiple choice on a 7-tiered scale – agreement = top 3 box, rejection = low 3 box – figures in % -

Agree                      Partly agree                      Disagree

Today, it can be assumed that even very low priced products are manufactured under fair working conditions.



If products are sold at very low prices, this presumably comes at the expense of the environment.



If products are sold at very low prices, this presumably comes at the expense of fair wages for workers.

