1. Where do you normally find their stores, you see them more often in the city/ downtown area or outside of the city?

Normally in the city, but sometimes also in more rural areas. Generally in bigger shopping environments. We have never seen a Rossmann in a small town with no surrounding shopping area.

2. Do you think their stores are comparatively new and nice overall comparing to other competitors like dm or Müller.

Müller and Rossmann are more alike in my opinion, but Müller is normally much bigger. They also got a wider range of products. DM is a cosier store, I don't know if its the interior or the light but DM stores feel warm. Rossmann stores are perfectly organized and have a normal store light. Also DM is, due to the mostly smaller size, much more widespread and in more diverse locations.

3. Do you think the products there are easy to find? Are the staff there helpful when you need instructions?

I think the products are organized very good in Rossmann. I have never talked to the staff there.

5. How much do you think you usually spend in their store per visit?

15 minutes

6. If there's a competitors’ store nearby like dm or Müller, would you still like to choose Rossmann?

    No I would go to DM, because it is a very common store in Germany and I know exactly what to find there. They have a very good product range and a very convincing price performance ratio.

~~If yes, do yo go there for a certain type of product that you can only purchase from Rossmann or for other reason like their better store environment, better customer service etc.~~

7. which drug store is your favorite one among these three Rossmann, dm, Müller and what makes that store your favorite one?

DM has many sustainable products, thats why I would choose DM. Rossmann also has sustainable food products but I don't know a lot about the sustainable brand of the Rossmann products, so I will go to Rossmann and buy things there but when there's a DM i rather go there. I would prefer Rossmann to Müller, because Müller is too big and confusing to me.