Dutch identity in fashion: Co-evolution between brands and consumers
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APPENDIX I
EXAMPLE: QUESTIONNAIRE

Please answer the questions 1 through 11 by selecting one of the following options:

☐ No opinion
☐ Strongly disagree
☐ Disagree
☐ Neither agree nor disagree
☐ Agree
☐ Strongly agree

1. It is important that my clothes sit comfortably.
2. I like to dress according to the latest fashion trends.
3. I am among the first in my circle of friends to buy a new fashion item when it appears.
4. Compared to my friends I own few new fashion items.
5. I frequently buy fashion-related magazines (Vogue, Elle, Marie Claire...).
6. I frequently check the internet for the latest clothing trends.
7. I like to buy clothes with an outspoken look.
8. I like to purchase clothes from brands I can identify with.
9. I prefer buying brands that work with organic materials and/or are involved with sustainability issues.
10. I am more willing to make bigger purchases when I am attended on a personal level by the assistants.
11a. Brand X is typically Dutch.
11b. Why? Why not?

APPENDIX II
EXAMPLE QUESTIONS: IN-DEPTH INTERVIEWS

1. What are some of Brand X’s characteristics that particularly appeal to you or with which you can identify?
2. Are the clothes part of your self image or identity? If so, how is this expressed?
3. Would you consider yourself a fan of the brand? How would you describe your relationship with the brand?
4. When do you usually wear clothes by Brand X?
5. Is Brand X popular with your friends and/or colleagues as well?
6. Generally speaking, do you think there is a particular target group for Brand X’s clothes? If so, how would you describe or characterize this group?
7. What does differentiate Brand X from other fashion brands?
8. How would you describe the brand in a couple of keywords? Do these characteristics apply to you as well?

APPENDIX III
LIST OF INTERVIEWS

All interviews by Constantijn-Felix von Maltzahn.
Interview EPI by Constantijn-Felix von Maltzahn and Dany Jacobs.

CHAPTER 5
EPI Manon Schaap • 28.09.2011, Amsterdam

CHAPTER 6
CKI Frans Ankone • 08.12.2009, Amsterdam
CKII Cora Kemperman, Saskia Kemperman • 03.03.2010, Amsterdam
CKIII Marjolein van Rooij • 04.03.2010, Amsterdam
CKIV Boy van der Hout, Denise Nieuwenhout • 26.04.2010, Rotterdam
CKV Kim de Graaf • 06.09.2010, Amsterdam
CKVI Vanessa van Berkum • 26.04.2010, Rotterdam
CKVII Tine Krebsburg • 29.04.2010, Rotterdam
CKVIII Jemira Hirstom • 03.06.2010, Rotterdam
CKIX Monique • 03.06.2010, Rotterdam
CKX Judith Arts • 04.06.2010, Rotterdam

CHAPTER 7
VI Eva Beekhof • 17.07.2010, Wormerveer
VII Eva Bijwaard • 26.11.2010, Amsterdam
VIII Tatiana Striekwold • 31.01.2011, Wormerveer
VIX Michel Hulzebosch • 10.02.2011, Wormerveer
VII Tatiana Striekwold • 15.02.2011, Telephone
VII Eveline Otten • 18.02.2011, Arnhem
VII Wendy de Bruine • 23.02.2011, Rotterdam
VIII Romana Kosic • 24.02.2011, Rotterdam
VIX Birgit Groot • 27.04.2011, Wormerveer
VX Anna-Maartje van der Veen • 18.05.2011, Amsterdam
VCI Iris Otten • 07.12.2010, Amsterdam
VCCI René Hogness • 07.10.2010, Amsterdam
VCCII Nanda Ruiters • 11.03.2011, Arnhem
VCCIV Jessica Jetten • 15.03.2011, Arnhem
VCVI Anonymous (58 years old) • 11.05.2011, Rotterdam

CHAPTER 8
SSI Tuus en Riet Spijkers • 04.08.2011, Arnhem
SSII Chananja Baars • 18.12.2011, Arnhem

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