LYCar
Company Project Report

To what extent do feelings of shame influence consumers' sustainable behaviors and choices?

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Preface

In order to complete the last phase of my Hotelschool the Hague journey, the past months I have been dedicated on finalizing all steps of the LYCar course. This course marks my last course at Hotelschool the Hague, and it is my great honor to be handing in this final report as the last step of my Hotelschool the Hague career.

The past months I have focused on my final internship at the company Somewhere Someday, were I have learned various aspects of what it is like to work in the world of e-commerce and social media. Next to this, all my efforts have been put in the following Company Project Report.

My LYCar research journey follows track two, where the Company Project Report is written for the commissioner of the Proposal Report. In addition, my skills as an International Hospitality Leader have developed with the focus on the Performance Learning Outcomes 1,5 and 7.

After successfully passing the Proposal report, I have continued my research concerning shame's effect on consumers' sustainable behaviors and choices, mainly regarding consumption. This interesting topic was brought to my attention by Ms. de Visser-Amundson, my commissioner, who I have worked with during this LYCar journey and who has been a great source of motivation and support over the past months.

As a result, the final steps of the Design Based Research cycle have been conducted and resulting from this is an actional solution in the form of a marketing framework, including steps for implementation and evaluation. I hope that with this research and its outcomes, I can contribute to the fight against climate change and increase the awareness on sustainability.

Moreover, a report has been created elaborating further on my Performance Learning Outcomes and the professional products created during my internship. Here I showcase my development in IQ, EQ and AQ. This report being the Career Portfolio. I hope here to demonstrate my readiness for the world as an international hospitality leader and proud Hotelschool the Hague graduate.

Lastly, I would like to thank my coach Mr. Schermer for all his help and guidance. He has supported me through this final journey and therefor I am very grateful. I would also like to thank Ms. Schepel for guiding me during the last week of my LYCar journey. Finally, I would like to thank the peer support group consisting of Max and Lea and all my friends and family who stood by me during these final months as a student. They have helped me to stay motivated and focused, so for that my thanks.

To conclude, it is with great pride that I present to you my LYCar Company Project Report. This marks the end of my four years at Hotelschool the Hague, where I have learnt more than I could have imagined. My thanks for being a part of this final phase and I trust you enjoy reading my report.

Kind regards,

Marijn Baljet

Executive summary

The following report follows the steps of the Design Based Research (DBR) approach, starting with the identification of a problem mess and resulting is the problem definition.

Climate change is a worldwide issue most have encountered, and this rapidly evolving problem calls for direction attention. As consumption in now no longer hindered by borders, an increase in the consumption of goods and services can be observed over the past years. This calls for more exploitation of natural resources in order to create those goods, however, the results of this are detrimental for the environment. Although many are aware of this ongoing trend of overconsumption and its negative effect, very little act on this. This being the "green gap", the gap between consumers' attitude and behavior. Various reasons for this may be found, however, the current study dives into emotions' effect on this, specifically the emotion shame. Emotions have been found to influence consumers purchasing behavior and is therefore interesting to investigate. From this the following Main Research Question (MRQ) has been formulated:

To what extent do feelings of shame influence consumers' sustainable behaviors and choices?

The next step of Analysis and Diagnosis includes the literature review, that dives into the topic further. Research has shown that various self-conscious emotions (pride, guilt and shame) affect consumers purchasing behaviors. It can be stated that today's society is one build around the production and consumption of goods and services and that this is always promoted, hence the consumerist society. Various societal phenomena stem from this, that in its turn affects one's emotions and consumption pattern.

Materialism amongst individuals has been found related with feelings of insecurity and dissatisfaction with current belongings. This affects one's behaviors and choices as this insecurity leads one to purchase unnecessarily in order to try and overcome this, or to find happiness within the purchase of products.

Social norms affect one's emotions in the way that one will alter current behaviors to decrease the possibility of not being socially accepted and with that deviate from a possible shameful experience in social settings.

Lastly, the wish to enhance the perceived level of status amongst a group has been found directly related with overconsumption. When one feels they do not reach this level of status, one will feel ashamed or insecure and will purchase unnecessarily to try and climb up the social ladder.

These findings lead to the following three research questions (RQ's):

- **1. To what extent does Materialism affect feelings of shame?**
- **2. To what extent do Social norms affect feelings of shame?**
- **3. To what extent does Status affect feelings of shame?**
-

After the formulation of the RQ's, the primary research focused on answering these questions via a qualitative research approach. 20 semi-structured interviews where held with participants between the ages 25 and 65 who fitted within the given parameters. Using the snowball effect, each participant brought forward another participant they knew also fitted the study's criteria. After all data was collected, the interviews where analyzed

using the qualitative analysis tool Nvivo. This resulted in the creation of 10 main code themes and 24 sub-codes themes. After careful analysis of the data, the main findings where:

RQ 1: Several participants indicated they experienced the need to purchase certain items in order to fulfill this feeling of need and that this brings them joy. The participants voicing these materialistic characteristics are not seeking to change their current behaviors. Moreover, they tend to unconsciously 'follow along' with what others do and put aside their own judgment. Expressed is that they do not wish to change their own behaviors if others are not doing so as well, and find that their own, for example, holiday is more important than an environmental issue. The unwillingness to adjust their consumptive behaviors and the adherence to the behaviors of others may stem from the fear of deviating from what is expected; however, this fear is not openly voiced by the participants.

RQ 2: Some participants feel social norms are most present when younger, however, many still see these norms affect people in their social surroundings and some still witness the effects of these norms themselves. The most common behavior resulting from social norms is the comparison of possessions. Participants explain that the comparing of possessions can lead to insecurity and feelings of shame when is felt that what one own's is not of the same standard as one's peers. This then influences one's future purchases as one will purchase unnecessarily in order to reach the perceived social standard.

RQ 3: Several participants, mainly male participants, expressed that they have a preference that their purchases are better than those of their friends. They like to "show off" if they have something new, especially if they feel that what they have, for example, a new car, surpasses those of their peers. Were with the previously mentioned social norms individuals want to be at the same social level as their peers, with status the wish is that what one own's surpasses that of one's peers. They wish to stand above the group and may purchase unnecessarily to shift away from a possible shameful experience when they feel they are not reaching a certain level of social status.

Therefore, it can be said that to a certain extent shame influences consumers' sustainable behaviors and choices. The conscious or unconscious fear of "standing out" and "doing things differently" takes over the own judgment and leads one to alter one's behaviors and decisions.

These findings helped formulate a solution in the form of a marketing framework to help shift consumers' behaviors towards a more sustainable attitude. This resulted in the creation of the PACD framework, standing for **P**ersonal and positive **A**pproach, **C**ollective Action and **D**ynamic norms. Shortly explained, when designing a marketing campaign, the focus should be on ensuring one can relate to the issue, (*personal*), the tone of voice is *positive,* with the focus on what good one can do instead of the negative. *Collective action* is to show that change is done together and that together, every person's actions can generate a change for the good. Finally, *dynamic norms* focus on what future norms may be. When implementing these four components in a marketing campaign, consumers will be motivated to act based on their own judgement and in a pro-environmental way.

To showcase this, as an example on how to implement the PACD framework, a short video has been made were all four components are showcased. A video was created as this was

found to be the best way to reach the interviewed population, with ages ranging from 25 to 65, spanning over three generations.

Next to this a detailed marketing communication plan has been written using the four steps of the marketing funnel; *Awareness, Interest, Conversion, Loyalty & Advocacy.* The video will be posted on the three social media platforms where the three generations are most active on: Facebook, Instagram and YouTube. The marketing plan has been made to fit the context of the current research. However, this plan may be adjusted to fit any company or institution wishing to enhance sustainable behaviors and choices, as the plan has clear outlines and provides room for own interpretation.

To evaluate the success of the marketing campaign, the campaign can be assessed on a micro and macro level. The micro level evaluation is the evaluation of the video campaign itself by evaluating specific Key Performance Indicators (KPIs) that correspond to each step of the marketing funnel. The macro level evaluation is a short four question survey using a five-point Likert scale to evaluate the willingness to alter current behaviors before and after watching the video.

After all steps of the DBR cycle have been conducted, the newly gained knowledge will be disseminated to two stakeholder domains; the industry domain and the research domain, to substantiate the actionability and impact of the research. The dissemination to the industry domain is done via a presentation given to the internship company of the researcher. Regarding the research domain, three additional reports concerning the current research were created and shared with the new LYCar students of Hotelschool the Hague (HTH) and to the students at the University of Wageningen. Lastly, an infographic was created and shared with the instructors of the Future of Food (FoF) minor, as this minor is oriented around sustainability.

To conclude the research, a reflection on the research approach, methods and outcomes was written. In addition, future research areas have been provided.

List of abbreviations	
ACR	Average Completion Rate
B&A	Before and After Assessment
CTA	Call to Action
CTR	Click Through Rate
DBR	Design Based Research
FoF	Future of Food
HTH	Hotelschool the Hague
KPI	Key Performance Indicator
MRQ	Main Research Question
PCE	Perceived Consumer Effectiveness
PLO	Performance Learning Outcome
RQ	Research Question
SWSD	Somewhere Someday
SDG	Sustainable Development Goals
UoW	University of Wageningen

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Timeline from Proposal to Company Project Report

During the first months of the LYCar execution phase the first two steps of the DBR cycle where executed and presented in the Proposal report. For the remaining steps a detailed description was made in order to give direction to the research, show preliminary findings and possible solutions. Since then, the overall research context has stayed the same and the remaining steps have been fully executed. In the following report the chapters Problem Definition and Analysis and Diagnosis will be presented with some adjustments made since the Proposal report. The results from the primary research as well as the following DBR steps Solution Design, Implementation plan and Evaluation plan are now included in order to bring forward a completed and well-rounded research. The report ends with how this information will be disseminated and ways to build on the research in the future.

Problem definition

Research context and reason for research

The growth of the world population is leading to an increase in demand for services and products (Dhandra, 2019). This rise in demand is further increasing as the emerging middle-class grows and adopts a more resource-intensive lifestyle (Hume, 2010). Due to economic growth and globalization, these lifestyles entail consumption that is no longer hindered by global boundaries; purchases are being made over large distances in immense quantities (Dhandra, 2019; Kilbourne and Pickett, 2008). This increasingly prevalence of globalized consumerism and the desire to adopt a materialistic lifestyle is detrimental to the environment, as it is depleting various natural resources that are of great value to our ecosystems (Dhandra, 2019; Hume, 2010).

Global climate change has been identified as one of the main challenges humanity is currently facing (Alzubaidi, Slade and Dwivedi, 2021). This is a problem that requires direct action (ibid).

Despite the fact that many are familiar with the negative effects of overconsumption, there seems to be a gap between what people know and how they behave (Kilbourne and Pickett, 2008; Luchs et al., 2010). The study of Luchs et al. (2010) showed that while 40% of consumers say they would be willing to purchase "green products," only 4% buys them. This inconsistency between people's environmental attitudes and their behavior is called the "green gap" (ibid). Various studies have revealed that emotions have an effect on the consumption patterns of consumers (Antonetti and Maklan, 2013; Wang and Wu, 2016). However, shame has not yet been adequately addressed by research. Therefore, the aim of this paper is to uncover the effects of shame to identify means of bridging the gap between attitude and behavior. Moreover, the increasing threat of climate change calls for a deeper understanding of how to reverse these negative effects.

The definition of the current problematic consumption patterns of consumers have led to the following MRQ: To what extent do feelings of shame influence consumers' sustainable behaviors and choices?

Goal of the research

The goal of this research is to uncover to what extent feelings of shame affect the consumption patterns of consumers. The focus will be on sustainability and the findings will be used to create a report in which the results and recommendations are presented.

Goal of the commissioner

The goal of the commissioner is to find techniques that can shift the consumption practices of consumers to increase sustainable consumption. The focus will be on the creation of marketing tools to help make consumers' attitudes more sustainable.

Key concepts

From an examination of the literature related to the MRQ, the following key concepts emerged: Consumerism, self-conscious emotions, materialism, social norms, and status.

Sustainable Development Goals

In correlation with the United Nations' Sustainable Development Goals (SDGs), the following research is associated with SDG 12: Responsible consumption and production (United Nations, 2021). This research aims to contribute to the attainment of these goals in order to tackle climate change.

Analysis and diagnosis

Literature review

Consumerist society

Consumerism is an overall characteristic of contemporary consumer societies (Johnson, 2021). Though consumerism is sometimes understood as synonymous with materialism, the terms differ slightly. Whereas materialism places value on obtaining and possessing products instead of on their utility (Kilbourne and Pickett, 2008), consumerism is a phenomenon in which purchasing products and services is encouraged and maintained as a desirable goal in the market (Kaufmann and Panni, 2020). As a result of this characteristic of society, several societal characteristics including materialism, social norms and status (which will be discussed below) have shown to be strongly linked to consumers' emotions and their sustainable consumption patterns.

Self-conscious emotions and sustainable choices

As mentioned in the problem definition, emotions have been found to play a role in the adoption or rejection of environmentally conscious consumerism. Most research on emotions has focused on guilt and pride (Antonetti and Maklan, 2013; Onwezen, Bartels and Antonides, 2014; Wang and Wu, 2016), and few studies have addressed shame (Amatulli et al., 2017; Saarelainen, 2018). These emotions (guilt, pride, and shame) are self-conscious emotions. These are emotions that are induced by self-reflection and evaluation and therefore provide instant reward or punishment of behavior (Tracy, Robins and Tangney, 2007). These emotions provide feedback on one's current or anticipated behavior and therefore have a strong influence on one's moral choices. These emotions are import to understand because research has found that they affect the purchasing motives of consumers (Antonetti and Maklan, 2013; Amatulli et al., 2017; Wang and Wu, 2016).

Antonetti and Maklan (2013) have found that pride and guilt enhance an individual's sense of agency. Both emotions strengthen consumers' belief that they are personally responsible for the outcome of their purchases. Consumers evaluating a new purchase find it harder to neutralize their sense of personal obligation after experiencing pride or guilt. Baumeister et al. (2007) stated that these emotions do not directly affect actions, but they initiate a learning process. A study by Saarelainen (2018) investigated the effect of negative emotions shame and guilt on green marketing; marketing that promotes products with a decreased environmental impact. The study found that shame- and guilt-induced advertisements do not affect the purchasing decisions of consumers (ibid). However, this may confirm the claim that these emotions initiate a learning process rather than affecting actions directly.

Shame

All the studies listed above address the link between emotions and consumption. This paper aims to identify specifically the extent to which shame effects sustainable purchasing, as this area is relatively unexplored. The following definition of shame is used: Shame is a painful emotion individuals experience after evaluation of their characteristics that threatens their perceived self-worth. It is an emotion in which individuals feel exposed to others' judgments and blame themselves for certain negative behaviors or shortcomings (Tangney, Stuewig and Mashek, 2007).

Materialism

Since the Industrial Revolution, the belief that consumption and ownership of products result in pleasure has formed the cornerstone of materialism (Bakırtas, Buluş and Bakırtaş, 2014). Materialism is about finding relationships with consumer products that form the personality and boosts the subjective well-being (Kilbourne and Pickett, 2008). It is a phenomenon in which people place more value on the consumption process than on the utility of the products bought. Materialism is embedded in contemporary societies, particularly in Western industrial societies, and individuals are applauded rather than condemned for it. It is associated with welfare and happiness, and therefore many do not seek to change their behavior for an environmental cause. Moreover, this materialistic lifestyle is becoming a worldwide phenomenon, and this has several negative consequences (ibid).

These consequences are both environmental and social. An increased willingness to consume more products demands more products be produced. This negatively influences the environment, as it causes water and air pollution, requires high energy usage, and depletes natural recourses (Dhandra, T., 2019).

Individuals adopting a materialistic ideology tend to display characteristics such as possessiveness, envy, and non-generosity (Belk, 1985). These individuals strive for unattainable happiness and are therefore prone to disappointment (ibid). Materialistic individuals have been found to have high levels of insecurity, as they seek to fulfill certain needs, such as close relationships with others, with material objects (Watson, 2018). Moreover, difficulty attaching to other individuals has been found to be related to low self-esteem and low self-compassion (i.e., the ability to accept the one's failures and flaws) (ibid).

The avoidance of negative emotions and unfavorable impressions results from the social difficulty materialists experience. They wish to come across as socially attractive (Kashdan and Breen, 2007), and this may cause them to follow other people's judgment rather than their own (Tracy, Robins and Tangney, 2007; Kim and Seock, 2019). When these individuals feel they are not socially accepted, they will alter their behavior in order to deviate from the possible shameful experience of being socially unexcepted.

- RQ: To what extent does materialism affect feelings of shame?

Social norms

Social norms concern specific socially acceptable or suitable behavior (Yamin et al., 2019). It is behavior that is expected, comparable to unwritten rules. When individuals seek approval, they behave according to community norms and values (Johansson, Barbopoulos and Olsson, 2020). Social norms have been found to be important for changing specific behaviors, as people are more likely to understand and follow the norms they feel connected with (Yamin et al., 2019). Several researchers have found positive relationships between interventions based on social norms and behavioral changes (ibid).

Feelings of shame are closely related to social norms, as shame is the most prevalent emotion when an individual experiences "a threat to the social self" i.e how others view them (Tracy, Robins and Tangney, 2007). This occurs when someone experiences loss of reputation or feels unaccepted within a social setting. Because of this, individuals may act in a socially desirable way to decrease the possibility of experiencing shame. Research has found that individuals' actions are greatly affected by their social environment (Kim and Seock, 2019). In regard to sustainable choices, then, individuals may choose to buy or not buy certain products because it is expected of them, thereby avoiding shame.

- RQ: To what extent do social norms affect feelings of shame?

Status

Status has been found to be related with overconsumption (Brooks and Wilson, 2015). Status is a complex social phenomenon best described as an individual's positioning within a group or society. To attain their place within a group, individuals engage in certain behaviors and consumption patterns associated with status that are usually equated with wealth (ibid). Status is linked to overconsumption because these individuals overconsume as a means of obtaining a higher social position. They use their possessions to signal a certain level of well-being and wealth, which is in turn associated with higher status (Heffetz, 2004, Godoy et al., 2007). Therefore, individuals may consume certain (luxury) items to increase their perceived status and further expand their consumption to ensure no one else surpass them, giving themselves the feeling of being distinct and respected (Brooks and Wilson, 2015).

Many seek to understand why individuals feel the need to uphold a certain level of status in society. Social norms and status are similar in that both phenomena are affected by one's social surroundings. Goffman (1995) stated that the way in which people behave in society is influenced by even a small risk of losing their reputation. As with social norms, the feeling contributing to this fear is shame.

Primarily, self-conscious emotions, including shame, evolved as a mechanism to aid individuals in promoting themselves with in a group and attain their desired level of status (Tracy, Robins and Tangney, 2007). Therefore, feeling ashamed when one does not possess a certain item may cause one to consume unnecessarily to enhance one's perceived status.

- RQ: To what extent does status affect feelings of shame?

Methodology

Research approach and method

This study employs an inductive approach, meaning that data is used to build a theory (Saunders, Lewis and Thornhill, 2007). The purpose of this research is to uncover to what extent shame affects the sustainable behavior and decisions of consumers. This is an area not yet fully researched, and clarification of possible effects is therefore desired. Thus, this study is exploratory. This type of research searches for new insights to clarify a problem of which the nature is unknown. An exploratory study may be done in three ways: A literature review, an expert interview, or focus-group interviews (ibid). The current study used interviews to uncover information on the topic. Individual interviews were chosen because of the sensitivity of the topic, as it concerns individuals' emotions.

Data collection

Qualitative data was collected by conducting in-depth, semi-structured interviews as the research instrument. Semi-structured interviews allow the researcher to guide the direction of the interview as it progresses (DeJonckheere and Vaughn, 2019). This allows for open-ended data collection, in which the thoughts and feelings of the participants may be revealed. Semi-structured interviews are important for exploratory research and in cases were there is a need to gather personal experiences or attitudes from participants (ibid).

To explore what participants felt and how this affected their consumption behavior, the laddering technique was used. This technique is used to uncover why individuals make certain decisions (Grubert, 2020). The main characteristic of this method is to follow up each question by asking why (ibid).

The participants were told that they would remain anonymous, increasing the chance of honest answers (Saunders, Lewis and Thornhill, 2007). Participation in the interviews was voluntary and no incentives were offered.

Interviews were held in Dutch, as this was the native language of the participants. Using participants' native language helps them to express their feelings (Cortazzi, Pilcher and Jin, 2011). Interviews were translated into English afterwards. The interviews consisted of eight introduction questions, followed by 22 open-ended questions. The average time of the interviews was 21 minutes. All interviews were held via phone call and recorded on a laptop with the exemption of two interviews that were held via Microsoft Teams and recorded on a phone.

Please see Appendix 1 for the interview questions.

Population and sampling method

For the primary data collection, the non-probability sampling method (non-random) was selected. This method is used when the likelihood of each case being chosen from the population is not known (Saunders, Lewis and Thornhill, 2007). This method was chosen because there was no other possible sampling frame appropriate for this research (ibid).

This study focused on so-called middle-class individuals. Due to privacy reasons, participants could not be identified with a certain level of income. Therefore, a set of parameters were put in place to narrow down the population. Individuals not falling within the parameters were not qualified to participate.

Once an appropriate participant was selected, they recommended other individuals who they knew fitted the study's parameters. This method is called snowball sampling (Saunders, Lewis and Thornhill, 2007). This method is used when it is difficult to distinguish members of the required population (ibid).

The average age of the participants was 33. In all, 55% of the participants were male, and 45% were female. 40% of the participants had children of their own, 30% lived with their partner, 15% lived with friends, and 15% lived alone.

Please see Appendix 2 for the participant parameters.
Please see Appendix 3 for a detailed overview of the participant's demographics.

Data saturation

To ensure all necessary data had been collected, it was important to know when the level of data saturation had been reached; this is the point in which no new information is being retrieved from the data (Fusch and Ness, 2015). Though research has tried to find a concrete number to identify this point, there is no set "one size fits all" way to reach saturation (ibid). However, a recent study indicated that 12 interviews may be enough to reach data saturation (Guest, Namey and Chen, 2020). Because of its exploratory nature, this study required a larger number of interviews to reach saturation. Data saturation was reached after 18 interviews, with two additional interviews needed to confirm. In total, 20 interviews were held.

Limitations

Translation
Because the participants' native language was Dutch, the interviews were held in Dutch to increase the likelihood of honest answers. However, the translation of the interviews may result in slightly different meanings than if they were kept in Dutch (van Nes et al., 2010).

Homogenous sample
Due to the use of the snowball sampling, the participants recommended others who they thought would fit within the study's parameters (Saunders, Lewis and Thornhill, 2007). This creates a limitation in that the sample selected for the research comes from a very homogenous population, which may not be representative of the entire population (ibid). By interviewing participants of various ages, cities, and occupations, this limitation was minimized.

Social desirability bias
Because this research focused on sustainability and sustainable behavior is socially encouraged, the respondents may have given answers that they felt were more socially desirable (Dodou and de Winter, 2014). The sensitive nature of certain questions related to the participants' emotions may have resulted in inaccurate answers when participants felt their personal experiences deviated from a perceived socially acceptable answer. To decrease this bias, the participants were assured that there were no right or wrong answers, creating an atmosphere in which they felt able to answer honestly. Moreover, all participants remained anonymous.

Ethics of data

The ethics of data ensures that all data collected will be used in a safe and responsible manner (Tranberg et al., 2018). This is to guarantee the safety of the participants' answers and a mutual understanding regarding the privacy of participants. Therefore, an ethics consent form was distributed to all participants before the interviews. This document stated that the participants agreed to take part in the research, that minor personal details may be used, that their answers will be recorded and analyzed, and that their details may be kept for further analysis after the research.

Data analysis

The collected data was analyzed using the qualitative data analysis tool Nvivo. Nvivo is an analysis tool for qualitative or unstructured data. This is a widely used application to structure research findings and find links and relationships within data (Nvivo, 2021). The application required the researcher to create unique codes but helped in the structuring of the data and simplified the coding process. From this, 10 main code themes and 24 sub-code themes resulted from the analysis. *Please see Appendix 4 for the code book.*

The information extracted from the interviews were grouped per theme to obtain a clear overview of the findings, this information has been placed in Appendix 5. Due to the large amount of data from the 20 interviews, the transcripts of the interviews, including coding, may be found at the end of the report in Appendix 15.

The main outcomes and most valuable quotes from these interviews are discussed in the following chapter to answer the RQs. Moreover, the results are linked with the secondary data. The conclusions of the answers to the RQs, including the primary and secondary data, form the answer to the MRQ.

Results and discussion

Secondary data was collected using scientific literature to sketch the landscape concerning the MRQ, to what extent do feelings of shame influence consumers' sustainable behaviors and choices? The literature suggested that the overall contemporary society is built around consumerism (Johnson, 2021). This means that society encourages the supply and demand of products and services (Kaufmann and Panni, 2020). Three RQs emerge from this literature review; these questions will help formulate an answer to the MRQ. The answers given to the RQs will be discussed below, after which a conclusion incorporating the secondary data, is given. The overall conclusion is the answer to the MRQ.

The words in bold correspond with the codes mentioned in the transcripts. This is done for the convenience of those wishing to find additional information on a specific topic in the appendix (Appendix 5). All citations mention the interview number. The full interview transcripts can be found in Appendix 15.

To what extent does materialism affect feelings of shame?

The answers given in the interviews show that participants had slight materialistic characteristics, such as feeling the need to purchase.

Participant: *"I have to be able to deal with it. But I do think it is difficult because, like now, everything is closed. Then I notice that it bothers me that if I want something, I can't have it right away"* (Interview 2.6, 2021).

The participants explained that when purchasing, they experience a certain feeling of **joy**. Obtaining certain items, mainly **clothing**, fulfills a need, and this fulfillment brings joy.

This need came up again when discussing the participants' **impulsive purchases**. Walking by a store or being swept up in the moment creates the feeling that they need to buy a specific item at that moment.

Participant*: "So actually, need always plays a big role and a little bit of impulse, because I am also an impulse buyer. So, I walk into a store and then I think, I want that*" (Interview 3.5, 2021).

One may assume that the impulsiveness and need to purchase originates from the participants' unclarified sense that their current possessions are not sufficient and therefore more is needed. Although the participants sharing this view admit that their purchases are not necessary, they do not seek to change this behavior.

The following quote concerns a participant who explains that his tendency to purchase impulsively increases when he visits another city or is on a holiday.

Researcher*: "Yes, would that affect you in the future? Suppose you were to go shopping in Amsterdam again. Would you then remember that moment again?"*
Participant*: "No, no I have already forgotten about that…Yes it could definitely happen again"* (Interview 3.9, 2021).

In relation to the questions concerning **traveling by plane**, a few participants felt that their actions do not have any direct effect and follow the mindset of, if others do not change their behavior, why should I?

Participant*: "And then I always kind of think those who three times I fly in a year. Of course, that is very bad for the environment, but at the same time, there are businessmen who fly that far every day. But yes, that is very selfish but yes, I think it is not worth it"* (Interview 2.4, 2021).

This example displays a reduced willingness to change certain behavior when the decision rests solely on the participants' own actions. Moreover, this indicates that participants place value on the actions of others and that this affects their own decisions.

To ensure a valid analysis, it is important to look at the participants who follow the opposite line of thinking, displaying **nonmaterialistic characteristics**. The opinion of these participants is that they can make do with less. Many felt this is not a burden and is a part of life, especially when having to consume differently or less because of financial difficulties. However, while a slight majority of the participants expressed this opinion, no direct action or willingness to actively change their consumptive behavior was displayed. This can be assumed by the participants way of answering (i.e., not relating the question to themselves but to a third person). Moreover, the use of "if" instead of "will" or "want" in relation to changing behavior leads one to believe that participants did not have enough motivation to change their habits.

The following answers were given to the question whether the participant was willing to alter their purchasing behavior for an environmental cause and whether they would feel ashamed when doing so.

Participant: *"I think nevertheless also at first a pity [reffering to altering their consumptive behaviour]. But I think that after that you also have a good feeling about it if you have made such a choice"* (Interview 2.4, 2021*).*

Participant: "Well, I think that's better, a better life starts with yourself. I just think it's great when people can do that" (Interview 3, 2021).

Bringing this together, several participants indicated that they feel a need to purchase certain items, particularly clothing. This brings them joy at that specific moment; however, this feeling is not long-lasting. Thus, such purchases are only made to fulfill a short-term need. Even though the participants were aware of this, they displayed no willingness to actively change this pattern. The behavior of the participants has been confirmed by research. Kilbourne and Pickett (2008) have shown that individuals possessing materialistic characteristics do not seek to change their behaviors for any cause, including environmental causes, thus reinforcing today's consumeristic society.

The participants adhering to this attitude, therefore, tend to unconsciously "follow along" with what others do and put aside their own judgments. Research has shown that individuals pursuing such a lifestyle avoid deviating from their normal behavior and experiencing social shame (Tracy, Robins and Tangney, 2007). While no participants directly mentioned feeling shame or embarrassment, several of their behaviors adhere to

what research states and this is most visible in their answers concerning travelling and, use of language when asking about their willingness to alter current behaviors. Therefore, one may assume that the participants who possess these materialistic characteristics may be unconsciously affected by the fear of experiencing shame and therefore adjust their purchasing decisions to be socially acceptable.

To what extent do social norms affect feelings of shame?

The primary data shows that a large part of the participants experienced the effects of **socials norms**. And the few participants who had not experienced such effects understood that others feel pressure from these unwritten rules.

Participant: "*First of all, I have to like it [referring clothing] myself, but I also think it's important that other people like it. Yes, I think that's important too…. Yes, definitely, definitely, and even though I like it so much, if others don't like it, I'm less likely to buy it. Then I think, never mind"* (Interview 2.3).

This dialogue shows that some participants are prone to change one's opinion because of the opinion of others. While this specific example concerns someone choosing not to purchase something, many participants felt a pressure to buy something, to "fit in." They felt that a feeling of belonging can only be achieved through the obtainment of certain items.

Participant: *"Yes, it is. For example, in high school, it was really a thing with me to have one of those Louis Vuitton speedy bags…. But everyone at my school had to and would have a bag like that or else you didn't belong"* (Interview 3.4, 2021).

Several participants felt this may be age-related and expressed that they are not as influenceable as before. However, many still buy certain items because of the influence of others. They felt they did so not to belong but because they were inspired by others. Moreover, some explained that they personally do not feel the need to purchase something because of their environment; however, they do see this type of social influence still happening in their social surroundings. One may question whether the participants do not conform to certain social norms or whether they are ashamed to admit they still feel a need to purchase certain items to be accepted, whether consciously or unconsciously.

Furthermore, several participants expressed the wish to receive confirmation from others. This may be because they are insecure about whether their own judgment is correct or socially accepted.

Participant: "*Yes, I think it's a sort of, not so much peer pressure, but then everyone says, oh no that looks great on you, you really should do it. And then you think, yes, I agree. And then you come home and then you think, no I do not like it at all"* (Interview 2.6, 2021).

This insecurity increases when these individuals compare what they have with others. Several participants explained that when looking at what others possess, they feel they are not equal to their peers.

Participant: *"I can imagine that if you do have that and so if you make those comparisons that you would like to buy certain of those things if you can…. That if you have the old version that then you think, shit, I must have the new one [referring to an iPhone]"* (Interview 2.4, 2021).

Interestingly, two participants felt that women are more likely to be insecure about what they possess and that therefore this increases the likelihood of them comparing with each other. They felt this is because women are more prone to take extra care of their appearances and to be envious of one another.

Participant: *"I do notice that. But women always have that more anyway, are more sensitive to it than men I think, but yes in my environment they are. The insecurity like oh yes, I have that and those things or oh yes, I want that too, so the grass is always greener with the others"* (Interview 3.5 ,2021).
However, more research is required to confirm this line of thinking.

In conclusion, individuals seeking approval act in ways that conform to community norms and values (Johansson, Barbopoulos, and Olsson, 2020). Various studies have shown that the feeling of not fitting in is related to experiencing shame when not feeling socially accepted. Therefore, one may alter one's own opinion and behavior to avoid such feelings (Tracy, Robins, and Tangney, 2007; Kim and Seock, 2019).

The primary data has shown that although most participants felt social norms are more influential on younger individuals, many still felt their influence in their social surroundings. Moreover, some explained that they have experienced social pressure and know that this pressure still exists within the contemporary society. This suggests that, to a certain extent, individuals alter their purchasing behavior to conform to others. Participants showed that instead of purchasing the same thing as others to belong to the group (the Louis Vuitton example), the participants now seek confirmation of what they already have or compare their possessions to those of others. As social norms make individuals want to conform to what is expected from them, seeking confirmation from others for their purchases is a result of that (Kim and Seock, 2019). This then influences their future purchases when they feel they are not conforming to the same social standards as their peers.

To what extent does *Status* affect feelings of shame?

Several participants stated that they feel a sense of **pride** when showing others their new purchases.

Participant: *"Yeah, I wouldn't let it go that far either, like posting my new shoes on Instagram. But of course, you are proud of them. Then you show something more consciously to friends"* (Interview 3.9, 2021).

Other participants stated that they do wish to show off new purchases and that they find it important that these products are of a higher standard than others. This indicates they desire to enhance their **status**. The participants who wish to enhance their status compare possessions to see if theirs' surpass those of their peers and this came up in several

interviews.

Participant: *"Yes, well what I do have is that I want of course that I have at least as good a product as the neighbor. Well, my neighbor is not so important to me because I don't talk to him often, but I do talk to friends. Yes, that's just more of a joke. Of course, you have to feel comfortable with it. But yes, I often have that feeling if I like it myself, and great if it happens to be nicer than your friends. But I think it's human"* (Interview 2.3, 2021).

Participant: "The one I have now, I can't really show off with [referring to a car], to say the least. But then with the next one, it would be nice if it is nicer than the one my friend has" (Interview 4, 2021).

This indicates that one may choose to make a purchase, in this example a car, based on these item's being more luxurious or expensive rather than solely on what one wants or needs for oneself.

(This citation concerns someone showing off an expensive coat on social media).

Researcher: *"And what do you think the reasons for that are or what drives one to do that?"*
Participant: *"A little bit of belonging I think, to also be able to show off a little bit of authority or get awe"* (Interview 3.1, 2021).

In contrast to the statement above concerning women and their likelihood to follow certain social norms, all of these quotations come from male participants. This may imply that men are more interested in enhancing their status among their social groups.

It may be concluded that individuals wishing to show a level of status want to stand above the group. They use what they possess to signal a certain level of welfare, which is in turn associated with attaining status (Brooks and Wilson, 2015). This wish is a result of the insecurity that what one owns or how one acts does not surpass one's peers. Status enhancement is related to the fear of others not perceiving oneself as at a certain level within one's social surroundings. This may provoke a fear of losing one's reputation (Tracy, Robins, and Tangney, 2007). The desire to avoid such a shameful experience affects how and what one purchases.

To what extent do feelings of shame influence consumers' sustainable behaviors and choices?

After careful analysis of all the primary and secondary data, a final conclusion may be drawn as to the extent to which feelings of shame influence consumers' sustainable behaviors and choices.

An overall theme of the interviews was that in relation to purchasing choices, individuals are highly influenced by their social surroundings, whether consciously or unconsciously. When an individual displays materialistic characteristics, a certain unfulfilled need to purchase items exists. This is because such purchases create a feeling of joy, which fulfills a need in the short term. While fully aware of this behavior, many do not seek to change it, and certainly not for environmental causes. Another reason for the unwillingness to alter behaviors, lie in the fact that for one to alter one's behavior, this must be a norm within society. If a change is not the norm, the fear of embarrassment caused by deviating from this norm will have the upper hand, and individuals will conform their purchasing choices to those that are socially acceptable.

The current state of society demonstrates that only a larger group of people can realize change. The desire to purchase and the unwillingness to alter existing habits confirms the materialistic mentality prevalent in today's consumeristic culture.

A result of this society is that the fear of deviating from what one thinks is the social standard influences one's behavior. Due to this fear and insecurity, individuals look for confirmation and make comparisons to see if their current belongings are of comparable significance. If they believe they are not conforming to the same social norms as those of their peers, they alter their behaviors and choices.

In addition, individuals who seek to enhance their status among their social surroundings display the same insecurity. The insecurity is related to the shame one may experience when feeling one does not surpass the level of one's peers. While individuals conforming to social norms wish to be a part of a group, individuals wishing to acquire status want to stand above the group. Both phenomena originate from an insecurity that what one owns or how one acts is not sufficient.

Therefore, shame does to a certain extent influence consumers' sustainable behaviors and choices. The conscious or unconscious fear of "standing out" or "doing things differently" takes over one's judgment and leads one to alter one's behaviors and choices to conform to the group norm. Whether this is influenced by a materialistic ideology, a wish to belong to a group, or a desire to stand above the group differs by individual and may be linked to one's gender or other characteristic traits. Although some associations have been assumed, the fear of diverging from one's social surroundings is a discernible theme. This leads to unnecessary consumption, resulting in possible overconsumption of products and services.

Solution design

The results from both the primary and secondary data have led to an answer for the MRQ. These results help to form a solution by which to achieve the goals of the research and commissioner. Both these goals require a marketing framework that can alter consumers' attitudes toward sustainability.

Social influences have been found to be one of the most important factors for influencing consumers behavior in regards to sustainable consumption (Abrahamse and Steg, 2013). This effect is widely seen in the results of the primary research. Due to the fear of experiencing shame when deviating from what is socially expected, individuals maintain certain behaviors. Thus, a tool is needed that can shift consumers' current habits to be pro-environmental. Various studies have found specific area's that may influence one's behaviors and choices (Barros, 2015; Rowe, 2017; Sparkman and Walton, 2017; Valkengoed and Steg, 2019; White, Habib and Hardisty, 2019). The SHIFT model of White, Habib, and Hardisty (2019) is the most elaborate of such tools. However, a framework that combines several attributes to form one concise model that may be directly implemented does not yet exist.

After careful evaluation of both the literature and primary research, a new marketing framework has emerged, namely the PACD framework (may be pronounced as pact). This stands for **P**ersonal, Positive **A**pproach, **C**ollective action, and **D**ynamic norms. The pronunciation of pact with a "t" is due to the fact that in order initiate change and increase pro-environmental behaviors and choices, this needs to be done together, as a pact. The following will explain each step of the framework and how it may alter one's feelings of shame to drive sustainable behaviors and choices. Each step on its own shows potential to enhance sustainable consumption; however, all together, the four components form one framework that may be implemented by marketers to make current consumer behaviors more sustainable.

Personal

An article written by Barros (2015) addressing how marketing can change consumers behaviors to be more sustainable noted that not every consumer values sustainability to the same extent. For example, parents may be more concerned about the safety of the playground their child plays in than Amazon deforestation. Thus, businesses running sustainability programs often overlook the significance of sustainable behavior in consumers' daily lives and instead concentrate on far-off issues. However, consumers are more concerned with that what has a direct effect on their own lives. Therefore, it is important that when wishing to enhance pro-environmental behaviors among consumers, a link is made to consumers' daily lives.

Similarly, a study written by White, Habib, and Hardisty (2019) constructed a framework for marketeers, the SHIFT framework, with the goal of making consumer behavior more sustainable. The "T" of the SHIFT framework stands for tangibility. This stands for the vagueness one may feel towards sustainability because the outcome of sustainable decisions feels distant and the effects only being seen in the future. The following statement from the primary research confirms this feeling of vagueness: Participant*: "Look the earth is obviously warming up. How fast is that happening?... Look if that's only going*

to have a real effect in now and 100 years, yeah, we probably won't be around, so that's for the next generation then" (Interview 3.8, 2021).

Many do not understand or see the importance of climate change and its effect on their personal lives. By touching upon this subject and making it a "close to home" issue, consumers can be made more interested in the topic and open to behavioral change.

Positive

The positive self-conscious emotion pride has been found to be important for sustainable consumption, as feeling a sense of pride enhances the feeling of effectiveness, called perceived consumer effectiveness (PCE) (Antonetti and Maklan 2013).

The research of Antonetti and Maklan (2013) found that triggering pride with marketing techniques enhances the feeling of agency and may therefore influence future purchasing decisions. Enhancing feelings of agency, and thus pride, may be beneficial when wishing to avoide possible feelings of shame among consumers (ibid). The interviews showed that participant's felt that their own actions do not have an effect, so increasing PCE by triggering pride could help shift their consumption attitudes.

In addition, Rowe (2017) strongly advised focusing on positive self-accountability in order to increase sustainable consumption. Rather than criticizing consumer behaviors, it is more efficient to encourage and inspire one to change for a greater good (ibid).

Furthermore, Moghavvemi et al. (2020) stated that when people feel morally obligated to act in a pro-environmental way, they are more likely to reduce their energy consumption. When one believes that acting in a pro-environmental way is valued, one will feel proud of this behavior and this will likely influence future behavior, as consumers want to feel this sense of pride again. As the primary research found a degree of insecurity among the participants, encouraging a positive self-view may help overcome this insecurity and grant consumers the confidence to follow their own judgements.

Lastly, Saarelainen (2018) investigated the effects of negative emotions on green marketing, focusing on shame and guilt. The study concluded that a focus on negative emotions did not affect the purchasing decisions of consumers (ibid). Therefore, focusing on positive emotions may be more effective, and marketeers can do this by showing the positive effect one's behavior can have on the environment.

Collective Action

An interesting point in the research of White, Habib, and Hardisty (2019) is made in their theoretical implications for further research. They described the "challenge of collective action," explaining that individuals are more likely to change their behaviors when others do the same. Such changes give them a feeling of sharing the group's beliefs and is therefore a motivating factor for consumers to change their behaviors (ibid). This line of thinking can be seen in the results of the primary research, as several participants felt that their actions alone cannot have an effect if others continue their unsustainable behaviors. Some participants expressed that they did not feel the need to decrease the number of times they fly because they feel other people will keep flying at the same rate.

This indicates that it is important to show others that a larger group is willing to contribute to change. Thus, in marketing, a campaign should emphasize a group feeling and show that others are also open to changing their current habits for a greater cause. As an example, in 2010 the city Calargy started a program called grasscycling, in which residents were encouraged to leave grass clippings on their lawns to naturally decompose after lawnmowing. Due to the low adoption rates, the researcher K. White, cocreator of the SHIFT model, advised activating a group norm by sharing the message, "Your neighbors are grasscycling. You can too" (White, Hardisty and Habib, 2019). This messaging resulted in twice as many participants than previously.

Therefore, activating a group feeling in a marketing campaign can increase sustainable behavior.

Dynamic Norms

The effect of social influences is clearly discernible in the results of the primary research. Due to the importance of social influences, they should be used in a positive way to initiate behavioral change.

Dynamic norms, expected future norms, have been found to influence consumers' sustainable consumption and behaviors in research addressing water conservation and the reduction of meat consumption (Sparkman and Walton, 2017). This study conducted five experiments and the results showed that dynamic norms can drive people to anticipate a change in the future. These norms show that individuals may be more sensitive to information when it concerns a collective change in behavior. For example, one of the following two statements were given to the participants, the first representing the static norm and the second the dynamic norm:

"Recent research has shown that 30% of Americans make an effort to limit their meat consumption. That means that 3 in 10 people eat less meat than they otherwise would."

"Recent research has shown that, in the last 5 years, 30% of Americans have now started to make an effort to limit their meat consumption. That means that, in recent years, 3 in 10 people have changed their behavior and begun to eat less meat than they otherwise would."

Then the two groups where then asked the main question: *"How interested are you in eating less meat? (1 = not at all, 4 = somewhat, 7 = extremely)".*

The group that read the dynamic norm description showed a significantly higher interest in reducing their meat consumption than those who received the static norm description (M = 3.48, SD = 2.04 against M = 2.70, SD = 1.83). The following four experiments all found that a change in attitude and behavior occurred after being exposed to the dynamic norm (Sparkman and Walton, 2017).

As the results from the primary research show that one is influenced by what one believes to be the norm (the static norm) exposure to dynamic norms can drive one to increase one's sustainable behavior and decisions. As the example above shows, word choice can

cause one to think about change. This method is easily implementable by marketers in any form of online and offline marketing

To conclude, the information regarding the PACD framework will be briefly summarized below in a visual form.

THE PACD MODEL

A MARKETING TOOL TO INCREASE SUSTAINABLE DECISIONS AND CONSUMPTION

PERSONAL

- Make sure your marketing campagin includes a 'close to home' issue so your audience can relate to it.

POSITIVE

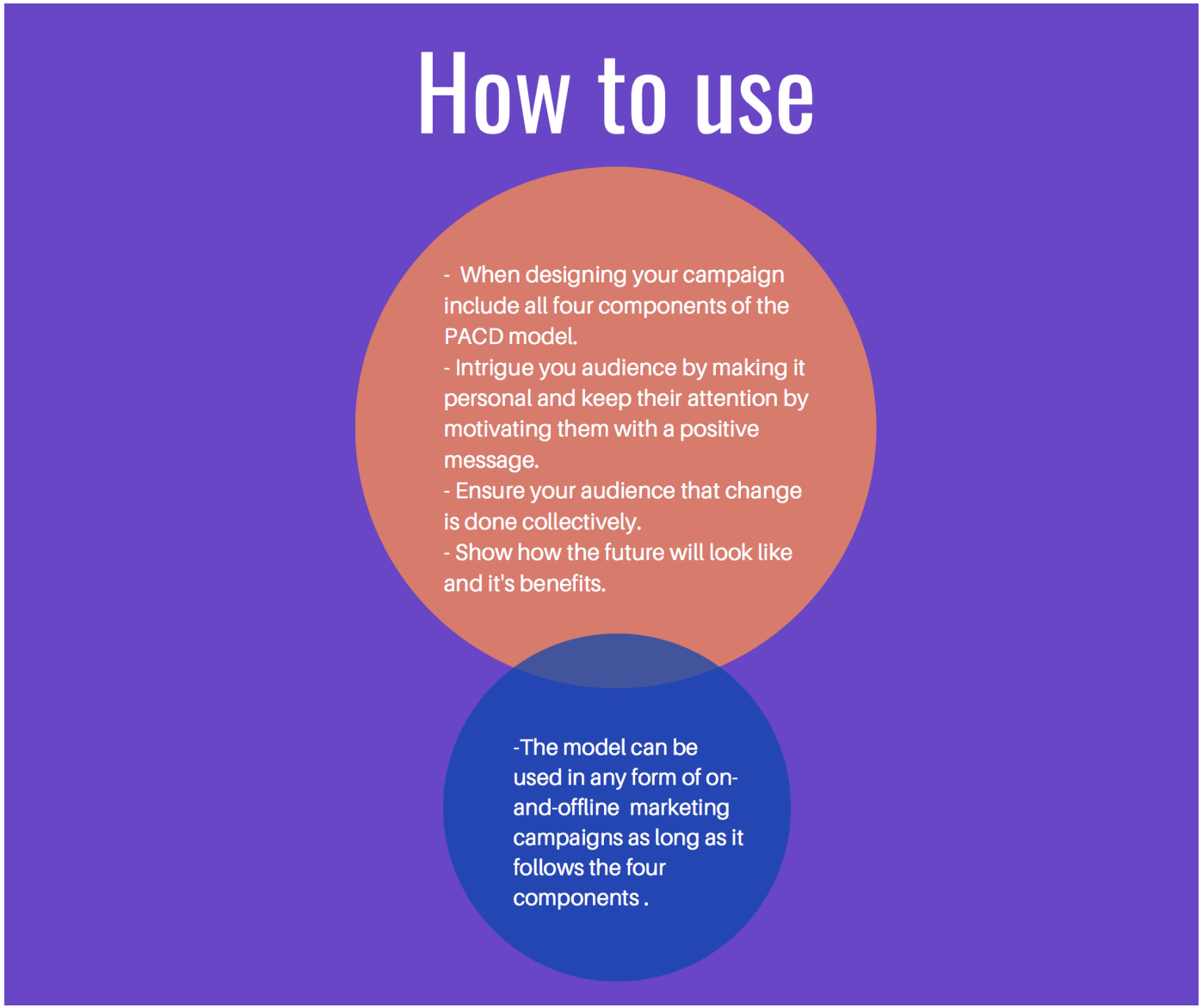
- Ensure a positive tone of voice in your marketing campaign.
- Focus on the positive effect the consumer can contribute and not on the negative effects.
- Be inspiring and motivating.

COLLECTIVE

- Show in your campaign that no one is in it alone.
- Highlight the importance of working together.
- Clearly state that others are already following the movement.

DYNAMIC NORMS

- Sketch a future landscape, where do we want to be in the next few years and how do we want our world to look like.
- State which changes have already been made.
- Indicate a possible new norm.


How to use
- When designing your campaign include all four components of the PACD model.
- Intrigue you audience by making it personal and keep their attention by motivating them with a positive message.
- Ensure your audience that change is done collectively.
- Show how the future will look like and it's benefits.
-The model can be used in any form of on-and-offline marketing campaigns as long as it follows the four components .

Implementation plan

As the new marketing tool, the PACD framework, has been designed, it is important to put this to use. The following implementation plan is a marketing campaign employing all aspects of the PACD framework to prevent consumers' fear of experiencing shame. The theme of the campaign is impulsive purchasing among consumers, as the primary research found this to be a key factor in participants' unsustainable consumption, hence the name of the campaign will be Re-Think. However, the PACD framework may be used in a versatile way and in any business wishing to enhance sustainable consumption.

Who does the campaign target?

The target audience for the campaign are consumers aged between 25 and 65. This covers the millennial generation, Generation X, and part of the baby boom generation (Dimock, 2019).

The current research examined to what extent shame influences consumer behaviors and choices. The population of this research was selected by age and spending habits. The age range of 25 to 65 was chosen because these ages are not effected by other income than payroll (i.e., student loans and pension funds). Therefore, the campaign will focus on these age groups.

What will the campaign entail and why?

The targeted age group spans three generations. Therefore, the campaign should be one that reaches, and is attractive to, all three generations. An article written by Edwards (2020) explains various ways of targeting these generations. Generation X and millennials are similar in that they are both active on social media and want information to be quick. Gen X and baby boomers are similar in that they both value informative, relevant, and true information. In addition, both are intrigued by video content (ibid). Thus, a video campaign is likely to be the most appealing to this diverse age group. Furthermore, a study by Piazza (2021) analyzed sustainable marketing campaigns and why they were effective. All three of the examined campaigns were supported by video. The three main components that made these marketing videos effective were a positive tone of voice, relatability, and the use of narrative rather than statistics (ibid). The first two points relate to the PACD framework. Therefore, a video campaign including the PACD focus points will be effective.

Goal

To launch a successful campaign, it is essential to set clear goals in order to evaluate the campaign (Gregory, 2019). Therefore, the goal of the video campaign is as follows:

To increase sustainable behavior and choices, the Re-Think video campaign will encourage consumers to become more thoughtful in their purchasing behavior. This will be done by using the PACD model and audiovisual elements to initiate behavioral change. The video campaign and accompanying marketing-implementation plan will showcase how any

company or educational institution can use the same steps to change unsustainable behaviors among consumers.

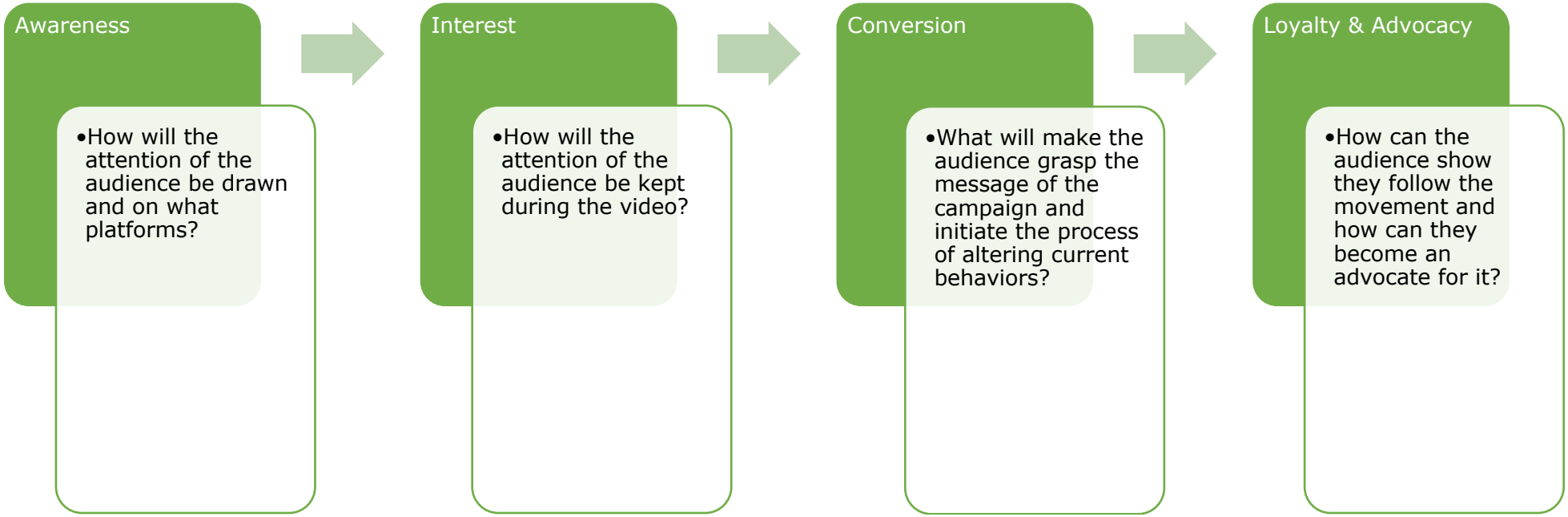
The marketing funnel

Now that the general outline of the campaign has been created, it is important to implement it in a structured way so that the audience will be drawn into the subject. To do this, a well-known marketing tool will be used, namely the marketing funnel. This tool is used for both sales and marketing to attract an audience and to increase brand awareness and sales (Sapian and Vyshnevska, 2019). The goal of the marketing funnel is to generate leads, a marketing term used to indicate a potential customer. This tool is valuable to marketers because it allows them to ensure the lead comes out at the end of the funnel as a loyal customer by using the right (digital) marketing tools during each step of the funnel (Raso, 2021).

There are many different types of the marketing funnel, as it has evolved over the past years (Meek, 2018; Skyword, 2020). All variations consist of three main parts, the top funnel (Tofu), middle funnel (Mofu), and bottom funnel (Bofu) (Raso, 2021). For this campaign, the most relevant and common steps will be been used. These steps are as follows:

Netflix is an example of a company that has implemented the marketing funnel in a clear and effective way (Arya, 2019). They create *awareness* through short social media clips, movie teasers, and follow up with information on new shows to create a "buzz." Moreover, their high level of word-of-mouth increases their reach even more. To increase *interest*, Netflix offers a free 30-day trial and offers additional benefits to encourage the lead to purchase a membership. *Conversion* is when the leads signs up for a membership; this process is made concise and comprehensive, leaving out any distractions or unnecessary information. Finally, Netflix members who write about a Netflix show on social media are acknowledged by the company via comments, likes, and "retweets" (ibid).

As already noted, the marketing funnel is an effective tool to increase brand awareness and sales (Skyword, 2020; Raso, 2021). However, the current campaign will use it in a slightly different manner, as the goal is not to increase the sales of a product but to inspire and initiate a behavioral change. The campaign will take into account the original marketing funnel and the best practice example. The table below displays how the current campaign will use the marketing funnel. A detailed plan of each step follows.


Awareness
•How will the attention of the audience be drawn and on what platforms?
Interest
•How will the attention of the audience be kept during the video?
Conversion
•What will make the audience grasp the message of the campaign and initiate the process of altering current behaviors?
Loyalty & Advocacy
•How can the audience show they follow the movement and how can they become an advocate for it?

Step	What	Why
Awareness	The video will be shared on, but not limited to, the social media platforms of Instagram, Facebook, and YouTube. Moreover, the video may be used educationally at schools or companies interested in sustainability.	For the target audience to become interested and engaged, the video campaign should be able to reach them via the channels most appealing to them. All three generations use social media, with the millennials being the most active, followed by Generation X and the baby boomers. Nevertheless, all three are best reached via social media (Edwards, 2020). According to Statista (2020), Dutch baby boomers use Facebook most frequently. Generation X uses Facebook, YouTube, and Instagram most frequently. The same is true for millennials. Therefore, Instagram, Facebook, and YouTube are be the best social media platforms to post the video campaign. This will increase the chance of visibility.
Interest	To spark the interest of the audience and ensure the video keeps their attention, the PACD steps are implemented in the video in such a way that it becomes interesting to the viewer.	The video starts by addressing a minor problem found during the primary research, namely impulsive purchasing resulting in owning excessive clothing. This was addressed by several participants and may therefore be an issue many can relate to. Moreover, the focus on making it **personal** ensures the viewers focusses more on one's own judgment than on the judgement of one's surroundings (Barros, 2015). Next, the video outlines how to easily change this behavior and its impact. Instead of focusing on how much environmental waste clothing produces, it is important to show how much water and energy one can conserve by not buying one piece of clothing, ensuring a **positive** and inspiring tone of voice. This decreases the fear of being ashamed to change one's behaviors (Rowe, 2017).
Conversion	Now that the viewers interest has been aroused, it is necessary to clearly show why behavioural alteration is needed in order to achieve the goal of the video and initiate the behavioural change.	The video starts emphasizing why one should change one's behavior. Here the focus is on motivating and enhancing a group feeling (**collective action**). This is an important factor, as both primary and secondary research has shown that people by themselves do not feel confident that they can drive change but are more motivated to do so when others participate (White, Hardisty and Habib, 2019).

		In conjunction with this, stating what a future norm may be, **the dynamic norm**, showcases that change is already happening. The primary research found that some are afraid to deviate from certain social norms. However, Sparkman and Walton (2017) found that people are more open to change when there is a clear indication that this is already happening.
Loyalty & Advocacy	The audience becomes loyal to the movement and advocate for it by sharing their new insights with those around them.	As mentioned above as an important component of the PACD framework, change is a collective action. This comes into play in the Loyalty & Advocacy stage. Social media has the power to reach a wide audience. Therefore, the video campaign should not only inspire people to participate, but also to encourage others. Both Instagram and Facebook allow users to share videos on their own accounts. In order to do so, it is important to include a call to action (CTA) so the audience is encouraged to show their affiliation with the movement and share it with those around them. This gives the viewer the opportunity to become more involved in the movement (Henderson, 2020). In addition, the audience should be given the opportunity to ask questions and provide feedback (Raso, 2021). When viewers do this, this should be acknowledged via likes and comments (Arya, 2019). Lastly, it is important to stay up-to-date with content after the video campaign. Such content should be related to the message of the video in order to stay relevant (Raso, 2021).

Please see appendix 6 for the Re-Think video story line.
Please see appendix 7 for the Re-Think video link.

Evaluation Plan

Micro level

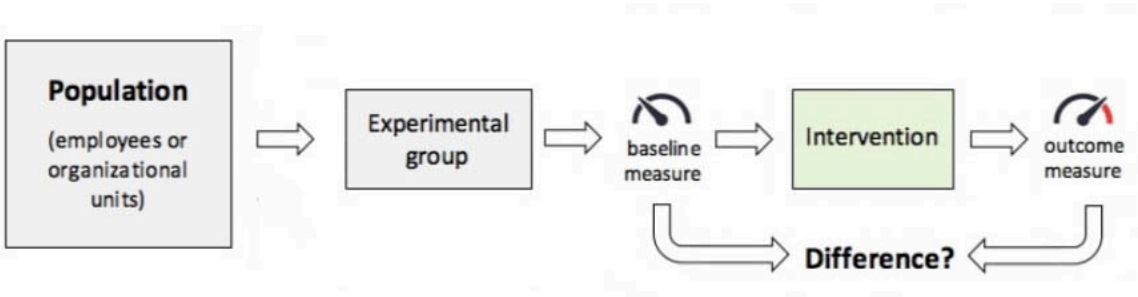
Clear success factors, better known as KPIs, are made before the launch of the campaign, to be able to evaluate the success of the campaign afterwards (Gregory, 2019). The KPIs should be measured and analyzed to track progress and to determine where improvement is needed (Wishart, 2021). Therefore, in order to evaluate the success of the campaign, various KPIs related to the steps of the marketing funnel are explained below.

Step	KPI	Why
Awareness	Reach and Click Through rate (CTR)	To determine if the steps made in the awareness stage have worked, the effect of this stage should be seen in the reach of the campaign. For Facebook and Instagram, the reach is the total amount of unique accounts that have seen the video for three seconds or more (Zarzycki, 2018; Funk, 2020). On YouTube, this is also referred to as the number of views. On YouTube the rule is that a view is only a view when one has watched 30 seconds or more of the video (Funk, 2020). An important factor contributing to this is the CTR, or how many people see the advertisement and then click on it (Chi, 2019). In the context of the video campaign, the CTR refers to the number of people who see the post with the video on the YouTube front page, Instagram timeline and/or story, or the Facebook timeline and click on it to see the entire video. For Instagram and Facebook, this number is likely to be similar, as only three seconds need to be watched in order for it to be a view. For YouTube, the number may be different, as the view will only count after 30 seconds. A large difference between CTR and views may indicate the content is not grabbing viewers' attention enough for them to actively watch.
Interest	Watch Time, Average completion rate (ACR), and Audience retention	After having determined how many have seen the video, it is essential to determine how long the viewers watched. Watch time refers to how long viewers watched the video. This metric it very important for YouTube rankings (Chi, 2019). The ACR is the percentage of people who have watched the video from beginning to end and is an important metric for Facebook.

		Finally, audience retention displays a graph with the percentage of viewers that watch the video from beginning to end. If the graph shows that most stop watching after 40 seconds, this can indicate that after that point their interest is fading, and alterations need to be made (ibid).
Conversion	Engagement rate: likes and positive comments	The engagement rate reveals the opinion of viewers. This can be seen in likes and comments (Shleyner, 2020). These indicate that the viewer values and agrees with the shown content. The engagement rate is an important metric to determine the success of the campaign. This can be calculated by dividing the amount of followers by the number of likes and comments, and then multiply it by 100 (ibid). For the current campaign, there are as yet no followers on social media. Therefore, engagement will be calculated by dividing the number of likes and comments by the number of views. Usually, video shares are also taken into account when calculating engagement (Shleyner, 2020). However, for the next step, Loyalty & Advocacy, this number is calculated separately due to its significance.
Loyalty & Advocacy	Social sharing	Social sharing is the number of people sharing the video on various social media platforms. When one shares the video, this shows one is invested in its message and wishes to share the message with one's network (Howard, 2018). If social sharing is low, this may indicate that the CTA at the end of the video is not working and needs adjustment.

Macro level

The goal of the campaign, as previously mentioned, is to increase consumers' sustainable behaviors and choices by making them more thoughtful in their purchasing choices. This learning experience is a personal process and is therefore hard to track. However, the effect of the video on the willingness to alter behaviors can be tracked by including a before-and-after assessment (B&A assessment) in the form of a short survey. B&A assessment is an effective non-experimental evaluation method and is especially useful for measuring immediate impact (Robson et al., 2001).



(source: Oli, 2020)

With social media people want to receive information fast (Edwards, 2020). Thus, filling in a survey before watching a video on Facebook may be counterproductive. However, when the video campaign is used in an educational institution seeking to increase sustainable awareness among students, the B&A assessment may be an effective evaluation method. Moreover, for commercial businesses seeking to launch a video campaign to their audience, the B&A assessment is a useful tool to extract extra information before the campaign is launched. The company in question may then invite a focus group to fill out the survey before and after watching the video. The results may then be used to alter the campaign if necessary before it is launched to the public.

The survey will focus on the consumers' willingness to alter current behaviors to determine if the video has initiated a learning process and made the consumer more thoughtful. Please find an overview of the survey questions in Appendix 8. The survey uses a five-point Likert scale because this scale is able to collect data quickly, its results are easily comparable (Nemoto and Beglar, 2014), and it is easy for respondents to understand (Dawes, 2008).

To conclude, when implementing the PACD framework into a marketing campaign this will increase the sustainable behavior of consumers by deviating from any possible feelings of shame. The accompanying marketing implementation plan will ensure the campaign is launched in the most effective way by using the marketing funnel steps. Moreover, the evaluation plan shows how to identify areas of improvement via the KPI's and the B&A assessment. The framework hopes to contribute to the fight against climate change and ensure a sustainable future. And by increasing sustainable behaviors amongst consumers this bridges the gap between consumers' attitude and behaviors, therefore, closing the green gap.

Dissemination

To ensure the gained knowledge is shared, a clear dissemination plan has been created. Dissemination of knowledge is important as this increases the visibility and actionability of the research, and ensures it has a social, political, or economical impact (Marín-González et al., 2016). The main purpose of dissemination is to spread awareness on the results of the research and the proposed solution, the PACD framework. The dissemination plan will include the simple steps of; why, what, to whom, how and when (AHRQ, 2014).

The first stakeholder domain to which the findings will be disseminated is the Research domain, with the stakeholders being HTH faculty and students, and University of Wageningen (UoW) students. The second stakeholder domain is the Industry domain, with the stakeholders being the management team of the researchers' internship company Somewhere Someday (SWSD).

The dissemination towards the internship company SWSD is also linked to main Performance Learning Outcome (PLO) 1 where the findings from the research, after analyzing consumer behaviors, contribute towards new marketing and sales plans for the company.

Three additional reports for Ms. de Visser-Amundson and her students from both HTH and UoW	
Why	The topic of the current research was brought forward by Ms. de Visser –Amundson. She has been invested in the topic of shame with regards to sustainability for a while and is working on a larger research together with the UoW. Moreover, other LYCar students are following up on the current research to investigate the topic at a deeper level. This research has brought new insights and shows new areas that are interesting to investigate.
What	Three reports have been created for both the students from HTH and from UoW. One is the overall *Results of the primary research concerning shame free sustainability,* the second is *Analysis of primary and secondary data concerning shame free sustainability.* The final report is the in-depth *Academic reflection for further research on shame free sustainability.* These three reports provide detailed and in-depth information that may be used for further research on the topic.
To Whom	The reports are of interest to Ms. de Visser-Amundson and her LYCar students from HTH and students from UoW.
How	The three reports have been sent to Ms. de Visser-Amundson for her to further distribute to her students.
When	The first two reports concerning the primary research and the analysis were sent on the 16-05-2021. The third report has been sent on 30-08-2021

Please see Appendix 9 for the reports and proof of distribution.

Infographic on the PACD framework for HTH minors	
Why	The HTH FoF minor is mainly oriented around sustainability. And although the minor is food related, other aspects of sustainability are of interest.
What	One of the first assignments for the FoF minor students is the creation of an infographic concerning a specific food. However, the current infographic may be of value to that assignment to shed a light on a different aspect of sustainability.
To Whom	The infographic is for the FoF minor students and the instructors.
How	The infographic has been sent to the FoF instructors via email.
When	The infographic was sent at the start of block 21/22 A , on 30-08-2021.

Please see Appendix 10 for the Infographic and proof of distribution.

Presentation for internship company SWSD	
Why	As the previous acts of dissemination where towards a population already known and invested in the topic of sustainability, it was found interesting to share the findings with a company less knowledgeable on this specific topic. This information may be very valuable for SWSD, a company that is retail oriented, to become a front runner in sustainability within their competitive set. With the researcher having worked at SWSD and therefore having knowledge on their working style, this helped provide extra insights on how the company could use this information in the future.
What	A presentation was given with a brief explanation of the research topic and its background, the results and implications. Moreover, how the company could use this information within their marketing with regards to sustainability, was explained at the end with the help of an example.
To Whom	The presentation was given by the researcher to the project manager and content manager of SWSD.
How	The presentation was held at the company's headquarters.
When	The presentation was held at the end of the researcher's internship and after full analysis of the data. This was on 28-07-2021.

Please see Appendix 11 for the presentation.

Academic Reflection

Reflection on research approach

This research began with the search for literature addressing emotions related to sustainability. Due to the commissioner already being knowledgeable on the matter, several of the literature topics where proposed by the commissioner. Therefore, focus was placed on these topics, and other topics that might have been of interest to the research were not fully investigated. Thus, the literature selected is slightly one-sided. When conducting new research, a broader landscape could be investigated to ensure all relevant information is included in the literature review. A more in-depth literature review could have also led to a greater variety of RQs. Although all three social phenomena (materialism, social norms, and status) are individual, in the evaluation form of the Proposal report was stated that they were found to be interrelated. A more diverse literature review could have decreased the perceived overlap, bringing forward more distinct RQs.

Please see Appendix 12 for the Proposal feedback evaluation form.

Qualitative measures for primary data extraction were used, as this is most effective method when undertaking exploratory, inductive research (Saunders, Lewis and Thornhill, 2007). Due to the exploratory nature of the research, interviews were the best method for data collection as it allows you to uncover the emotions of the participants via in-depth questions. Because of the use of the snowball effect, the sample population had similar backgrounds. This method was very useful for reaching data saturation in a relatively short period of time, as new participants were found quickly after every interview. However, the similarities within the population may have resulted in an unrepresentative sample. Future research may benefit from a randomized sample in order to generate a more valid outcome.

Reflection on research analysis and outcomes

Due to the rather large number of interviews, a high volume of data was collected. This was beneficial because it provided a wide variety of opinions and perspectives during the analysis. This resulted in 10 main themes and 24 sub-themes that together gave clear answers to the RQs. The qualitative data-analysis tool Nvivo was used to analyze data in an effective and rapid manner and is highly recommended for further qualitative research.

Due to the sensitivity of the research topic (i.e., concerning participants' emotions), it was difficult to uncover the real emotions the participants experienced in certain moments. It seemed not everyone felt comfortable enough to be honest and open, as some gave short and closed answers. The fact that all interviews were held via phone call due to the COVID-19 measures took away the personal aspect of interviews, making it more difficult to uncover the real opinions and emotions of the participants.

As a result, when analyzing the data, various assumptions were made according to the participants' answers. Although the assumptions are plausible and some are backed by the literature, the conclusions drawn may still seem too assumptive.

Implications for further research

A number of areas may be of interest for further research.

As mentioned above, it was sometimes difficult to uncover the true opinion and feelings of the participants towards certain consumptive behaviors. A study conducted by Sirieix, Lála, and Kocmanová (2017) examined consumer attitudes towards doggy bags, including the effect of emotions on certain attitudes. The study used a situation-based approach during the interviews, where the participants were asked what they thought about various situations regarding the use of doggy bags, in what type of setting they think they took place, with what type of people, and so on. This method could be very effective in future research, as it directs the question away from the participants themself and therefore might encourage honest answers.

As mentioned in the results, gender may have an effect on feelings of status and social pressure. Research has already found that acting in a pro-environmental way is perceived as feminine (Brough et al., 2016). It would be interesting to investigate this phenomenon further and determine whether gender is a con-factor for sustainable behavior with regards to emotions.

The effect of age, too, may be worth investigating. Many participants expressed that they experienced more social pressure when they were younger and that this changed or disappeared as they grew older.

Lastly, uniqueness was a theme that came up while coding the results. Uniqueness refers to the feeling of being distinct and divergent from the group. Some participants explained that when they see other people, for example, all wearing the same shoes, they want different ones. They go against any form of social norms and pressure, and do not want to pursue status. It may be interesting for future research to determine what type of characteristics and behavioral traits such individuals display, and if any similarities exist. This information could be beneficial, as it might give new insight into how to alter the behaviors of individuals who are more influenced by social norms, status, and materialism.

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Appendix

1. Interview Questions

General introduction questions:

a) Where do you live?
b) Where do you work?
c) How often do you go on vacation?
d) How do you travel to your holiday destination?
e) What kind of house do you live in?
f) Is it your own house or rented?
g) For how long have you lived here?
h) What made you move to here / this house?

In-depth questions:

1. Concerning purchases such as clothing and furnishing (non-food items), do you feel you can purchase what you want the majority of the time?
2. What are the factors that influence these purchases?
3. Why are these factors important to you?
4. Can you tell me about a purchase that you made that you really value?
5. How did it make you feel when you bought it?
6. How does that purchase make you feel now?
7. In what way does this feeling affect your future purchasing decisions?
8. If you were NOT going to buy something, like the valuable things you mentioned before, in order to consume less or differently how would this make you feel?
9. And concerning this example, if you were to buy 2nd hand clothes instead of new clothes how would that make you feel?
10. (In the case the participant answered question 4 that he/she flies to foreign countries)
11. And if you were to go on holiday in your own country instead of flying to foreign countries and telling your friends about this, how would that make you feel? Due to any circumstances.
12. If you were to choose furniture and equipment for your house on the basis of the use of recycled material, or energy-conserving and not on the basis of how fashionable and nice the look, how would that make you feel when you invite people?
13. Could you name example(s) of purchases of which you were embarrassed or felt discomforted about?
14. What factors or emotions influenced this?
15. To what extent would this feeling discourage you to make such a purchasing decision again?
16. And if you were NOT able to buy something (e.g new clothes, shoes, or phone), would this make you feel embarrassed or discomforted?
17. Do you like to share your newly bought purchases with others? Why yes or why not?
18. Would you ever compare your purchases with others? Why yes or why not?
19. How would you feel if other people compared their purchases with yours?
20. In what way would this influence what you purchase?

21. Have you ever felt the need to purchase something due to your surroundings and if yes please explain?
22. If not, could you imagine something like this happening in the future or understand if someone you know experienced this? Why yes or Why not?

2. Participants Parameters

- Participants' age lays between 25 and 65. This so that no other factors such as pensions, student loans, parents/guardians, affect the income and consumption pattern of the participant.
- Full time of 0.8 Full-Time Equivalent (FTE) job
- Private house or apartment
- Goes on vacation between one and four times a year
- Eats out or orders take away at least once a month
- Goes shopping for new clothes at least twice a year
- Buys new appliances or house furnishing at least twice a year

3. Participant demographics

	Gender	Age group	Occupation	Holidays per year	Children
Cases\\Speaker 2.1	"male"	"35-44"	"Sales"	"2"	"Yes"
Cases\\Speaker 2.2	"male"	"35-44"	"Sales"	"2"	"Yes"
Cases\\Speaker 2.3	"male"	"35-44"	"Finance"	"5+"	"No"
Cases\\Speaker 2.4	"female"	"25-34"	"Law"	"3"	"No"
Cases\\Speaker 2.5	"female"	"25-34"	"Care giving"	"1"	"Yes"
Cases\\Speaker 2.6	"female"	"25-34"	"Care giving"	"3"	"No"
Cases\\Speaker 2.7	"female"	"35-44"	Not Applicable	"3"	"Yes"
Cases\\Speaker 2.8	"female"	"55-65"	"Secretarial work"	"3"	"Yes"
Cases\\Speaker 2.9	"female"	"25-34"	"Marketing"	"3"	"No"
Cases\\Speaker 3	"female"	"25-34"	"Hospitality"	"2"	"No"
Cases\\Speaker 3.1	"male"	"25-34"	"Sales"	"3"	"No"
Cases\\Speaker 3.2	"female"	"45-54"	"Secretarial work"	"1"	"Yes"
Cases\\Speaker 3.3	"male"	"35-44"	"Retail"	Not Applicable	"Yes"
Cases\\Speaker 3.4	"male"	"25-34"	"Marketing"	"2"	"No"
Cases\\Speaker 3.5	"male"	"25-34"	"Sales"	"2"	"No"
Cases\\Speaker 3.6	"male"	"25-34"	"Secretarial work"	"5+"	"No"
Cases\\Speaker 3.7	"male"	"35-44"	"Sales"	"3"	"No"
Cases\\Speaker 3.8	"female"	"25-34"	"Care giving"	"2"	"No"
Cases\\Speaker 3.9	"male"	"25-34"	"Marketing"	"2"	"No"
Cases\\Speaker 4	"male"	"35-44"	"Finance"	"2"	"Yes"

4. Code Book

Name	Description	Files	References
Valuable purchases		18	20
Clothing		4	4
Furniture		9	10
Gadgets		6	6
Purchasing factors		20	103
Brand name		4	7
Comfort		7	9
Product price		16	36
Quality		12	15
Sustainability		16	33
Trends		5	5
Emotions		18	55
Joy		14	26
Pride		10	19
Shame		8	9
Sustainable Behavior		20	54
~~Energy saving~~		~~1~~	~~1~~
Non-impulsive buying		6	10
Secondhand furniture		9	14
Secondhand clothing		7	9
Sell clothing		4	4
Flying		3	3
Non sustainable behavior		31	78
Impulsive purchasing		14	36
Clothing		12	20
Gadgets		2	3
Convenience over sustainable		8	10
Dislikes secondhand clothing		5	7
Prefers new		4	5
Unhygienic		6	9
Materialistic characteristics		14	34
Nonmaterialistic		4	4

Name	Description	Files	References
characteristics			
Social norms		19	110
Status		13	31
Uniqueness		7	12

Notes to coding:

- In the interviews transcripts the main theme (i.e., codes, bold in table above) is showed and accompanying sub codes are written next to the coding stripes.
- **Uniqueness** has been added after the use of Nvivo and therefore the appearance is slightly different (dot with theme name next to it).
- Miscoded themes have a small X through the vertically written theme name, the correct theme name is always written horizontally next to it.
- Impulsive purchasing was first a main code theme, however after further analysis this theme has become a sub code theme under the main code theme Non-sustainable behavior. Therefore, certain parts concerning impulsive purchasing, Non-sustainable behavior has been written horizontally next to it in the interview transcripts.

5. Interview results per code themes

Valuable purchases
One main question in the interviews was what the participants thought was a purchase very valuable to them. To show what was most mentioned, the theme valuable purchases was made. This to sketch the landscape of what the interviewed population perceives as valuable and why, which may be important for further analyses on this topic of purchasing.

Furniture and interior items were mentioned most by the participants. Things like a designer chair, vintage lamps, and some larger items such as a jacuzzi or artwork. These were larger purchases that the participants explained they looked forward to longer than other items. *"Those are interior things anyway. Then somehow, I value that more, because I'm also looking up longer or so and more involved with that. And one specific thing is a floor lamp."* (Interview 2.2, 2021).

Secondly, **gadgets** were mentioned as valuable items by six participants. These gadgets consisted of a camera, Air pods but also larger investments were coded under this theme, such as a car and a motorbike. Again, these were purchases that you do not purchase daily and are of a higher price than other daily bought items.

Lastly, **clothing** was mentioned. However, everyone that mentioned clothing specified the details of the specific piece of clothing. One participant highly valued her vintage coat due to the uniqueness of it. Two others mentioned designer items which they valued because it required some extra thought as these items due tend to be more expensive. *"I bought a Furla bag for myself, every time I take em, I think, yeah. That's again because it's kind of an expensive purchase and you have to think about it".* (Interview 2.6, 2021).
One participant mentioned his sports watch as valuable, due to this affirmation with watches.

Purchasing factors
Another topic that came up during the interviews were purchasing factors. This when spoken about what drove them to make a certain purchasing decision, or to the questions what they find important when purchasing. Six themes came up most and these will be discussed below.

For three participants, **the brand** from which the certain item came from is important. They explained this is important because once they become aware of the level of quality this brand delivers, this makes it easier for them to purchase once more from this brand.

"And that's the same with clothing, that you know just that American Vintage sweater that's not what you flick away after one wash So then I rather buy a nice brand sweater once than five sweaters at H&M." (Interview 2.6, 2021).

For several participants, **comfort** is an important purchasing factor, mentioned both for clothing as for interior items.

"And especially whether it's very comfortable [referring to a couch]. Yes, it had to be a little bigger than other was quite small, fairly small. So, we bought a slightly bigger one" (Interview 2.1, 2021).

"Yes, because I am, I should also say I pay attention to style, but definitely pay attention to comfort [referring to a pair of jeans]. But I always think with stylish things, not necessarily with Daan. But is it still comfortable? And for me, comfort definitely plays a

role. I think those low pants, I think it actually does not look like nice. But I also think that it is not comfortable at all, you know what I mean." (Interview 3.7, 2021).

The majority of the interviewed population mentioned **the price** as an important purchasing factor. For many, prices were important simply due to their current financial situation. Meaning that some items do not fit in their financial scheme. However, several more specific comments were made as to why the price was found to be important.

Mentioned was the price of the product and its link with secondhand purchases. For some buying second-hand was to decrease the costs. As for others, it was because some products were too expensive for them to buy new.

"No except for very large purchases, so for one a car or a hot tub then something like that. That if you want to do a very large purchase will then sometimes still be too expensive to buy at once, then I do certainly look also on Marktplaats or for a cheaper version is available" (Interview, 2.3, 2021)

"For example, I have a table and a cabinet and still wearing furniture pieces in my house. Actually, just a cabinet and then a coffee table and I just bought those at the thrift store. Yes but that's really purely, I do say honestly, to do with the price". (Interview 3.1, 2021)

"And I also don't like to spend a lot of money on interior design. Well, because I found out that you can get so many beautiful things for such a low price. I have a few pieces of furniture in my house that if they were new, you would pay a few hundred dollars for. For example, the coffee table that was originally 300 euros I can get for 20 euros" (Interview 3.4, 2021)

For some, price is also a link to quality or the perceived quality. *"Well, I think it goes both ways. if it's too cheap you have no confidence in it. And if it's too expensive you can't afford it so to speak. I think you're looking for a bit of a middle ground. In which you trust that it has a certain quality and which you think you can afford, something like that"* (Interview 2.4, 2021).

A few participants expressed an opposite opinion and said that they would buy something quicker when the price is low, even if this product is unnecessary. This also affected when certain items are on sale. *"Discount always affects me, that's very much if, on sale, I want it anyway" (*Interview 2.6, 2021)

"Yes, with clothing, it is perhaps not really the case that you buy it because you need it. But yes, that is just more often so think do it nice price or I like it anyway while you may not need it. but it is nice to have" (Interview 2.7, 2021)

"Yes definitely, definitely anyway. I'm someone in that regard who goes really well on sale items. And just yes pay less than the original price was. I always try to haggle as well" (Interview 3.4, 2021)

"And I do notice that, for example, now there are clearance sales and so on and then I think: yes, well, I can buy six sweaters for 150 euros. Yes, that's, that's a good deal I just do. While yes, 150 euros is quite a lot of money. But then I think is just a good deal and I just need this. So, then I'll also just buy it." (Interview *3.8, 2021).*

Lastly, some have learned from home to cut costs, and always look for bargains or, this sits in their nature. *"Yes, the price too. So I can quietly look for a while because I think I just find it too expensive. I have the money, that's not the point. I don't want to pay too much for it, that's what I pay attention to"* (Interview 2.8, 2021)

"Well, I am a bit and bargain hunter. I often want offers, that makes me very happy and I also really seek out what's the cheapest. And that's actually important to me because I just yeah, that's in my nature, just looking for the best deal" (interview 3.1, 2021)

"Yes, my parents have always very much instilled in me that I should be frugal. Not to buy things just like that. Of course, that happens sometimes but always think carefully about what you want to buy and how much you are willing to spend" (Interview 3.4, 2021).

In conjunction with other purchasing factors, **quality** was mentioned frequently by the participants. Most combined quality and price, as this ratio is one found most important when purchasing new products. Many enjoy products that are durable and see this becoming more and more important. *"Quality does become more and more important"* (Interview 2.3).

"Especially the quality and durable, but yes how long something will last. I'd rather buy something good that I know will last" (Interview 3.3, 2021).

"Quality is also important, but often you only experience the quality afterwards, because everyone has their own ideas about quality. Expensive is also not necessarily quality" (Interview 3.9, 2021).

Sustainability was mentioned by several participants. There were various points mentioned when it came to sustainability. What many expressed is that sustainability is something they do not often take into consideration however is becoming more and more important. However, the burden they feel that comes with sustainable consumption is the price, as most would prefer sustainably sourced items however do not wish to see a price increase.

"I should do it more. In a way, I want to. Only it's often also my ignorance of whether something is environmentally conscious or better than whether or not I want to. If I could easily buy solar panels or something like that, then I would, for example. But then that also depends on the cost. If the cost is too high, then I wouldn't do it so quickly" (Interview 2.3, 2021).

"Yes, then not so much, I think right now the choice does not depend on it. No, I think if now something is nice, one is nice than the other, but it did cost a little bit more in terms of mileage consumption then I would still go over a nicer one, I think" (Interview 4, 2021).

"Yes, I think that depends on the budget. Look if you say for 50 euros more, I can make sure that my sofa is made somewhere by a good hand and not by children's hands for example. Then I would do that. But if the difference is 500 euros, then I think it's another story. So, I think that depends on the budget and what it would cost extra, so to speak" (Interview 3.8, 2021).

"I should do it more. In a way, I want to. Only it's often also my ignorance of whether something is environmentally conscious or better than whether or not I want to. If I could easily buy solar panels or something like that, then I would, for example. But then that also depends on the cost. If the cost is too high, then I wouldn't do it so quickly" (Interview 2.3, 2021).

What is mentioned in one of the above interviews on lacking certain knowledge concerning sustainable consumption, is a subject coming back in other interviews as well. And as sustainability is not yet the standard, many do not go looking for the necessary information to make those sustainable purchasing decisions.

"Well, of course, that's a very good endeavor as well. I do think that if it's better material then we would do that. But I also think it's very difficult to determine when you have less understanding of it… Actually this too but always the question of what's in it and what kind of material is it. I think a lot of consumers actually don't know exactly what to buy then"

"Yes, I think of myself as I get older, not very old yet, but that I should be more involved in this and also because now of course it's very much on the news. But I think if it's mentioned that I do like it, but if it's not mentioned, I wouldn't specifically ask about it either" (Interview 2.6, 2021).

Even though some explain the lack of knowledge is what holds them back from certain decisions. What was mentioned a few times, was that some do know that for instance decreasing their energy consumption is better for the environment, this is only done for economic reasons.

"When I think of buying a dishwasher or so I do take into account the energy label makes that is rather because of energy usage and not because of environmental reasons" (Interview 2.7, 2021).

"Energy efficient well, I do look at that as well. I always try to use LED lamps in my house. But that's also a bit more in your own interest, that you know that the energy bill is lower" (Interview 3.9, 2021).

"After on the one hand also because it's just also the electricity just if you can save something on that, it's also just a good thing, and in addition to that also just because it's good for the environment, anyway good to be economical in" (Interview 4, 2021)

Moreover, the style and look of certain items, is a higher contributing factor than if it has been produced ecologically.

"Yes, then not so much, I think right now the choice does not depend on it. No, I think if now something is nice, one is nice than the other, but it did cost a little bit more in terms of mileage consumption then I would still go over a nicer one, I think." (Interview 4, 2021).

Several participants elaborate they do find it highly important that the products they purchase are not made using child labor.

"Yes, the Primark yes I don't buy clothes there on principle. Because I think that it's just, you know, a lot of children have worked there. Yes, I don't like that" (Interview 3.5, 2021)

As of last, **trends** were spoken about briefly as a reason to make certain purchases. *"No, because I think with clothing and with fashion you are influenced by your environment anyway (Interview 2.1, 2021)"*

"My style changes quickly and I also want to stay up to date with what is in. And yes that also goes by season" (Interview 3.4, 2021)

Emotions
As the research is focused on the feelings and emotions of individuals when it comes to sustainable behavior, three main emotions were spoken about during the interviews. These emotions being joy, shame, and pride.

Many participants explained they became **joyful** due to certain purchases. These purchases consisted of mainly clothing.

"*Yes, sometimes I really feel like buying something, and then it's just a kind of happiness, the moment you're in. And then you think about that, why? But yes, that is the atmosphere that makes you feel good." (Interview 2.9, 2021).*

Other participants expressed feelings of joy also occurred when purchasing technology items or larger items such as a car or motorbike. Where this feeling of joy came from was different per participant however, three criteria were mentioned most. These criteria were that they bought something for the sake of buying something, bought something because it had a good price or because they bought something that lasts for a longer period.

Shame was the main topic in some of the semi-structured interview questions. Subsequently, this subject was touched upon by several participants. What stood out the most is that no participant expressed a certain feeling of shame or embarrassment when not being able to purchase something or would not be able to go abroad for a holiday. Moreover, when asking if they would feel ashamed when having to tell, for example, their friends that they are not able to go on a holiday abroad, again no feelings of shame or embarrassment came forward.

Two participants did mention that they would not feel comfortable or particularly happy when they would not be able to make a certain purchase, such as buying new clothing or small interior items.

Researcher: *"And if you were unable to buy something, for example, new clothes or shoes for whatever factors, would that make you feel a little embarrassed or uncomfortable?"*
Participant: *"Well, if you really couldn't buy anything that would make me uncomfortable. Yes, yes."* (Interview 3.2, 2021).

Researcher: *"And so then for example you would not, while you need such a lamp, you would not be able to buy it. Would that embarrass you? Or how would you feel about that?"*
Participant: *"Well, I would indeed not like it. I would, what that's obviously not something I would want to go and save for, I just don't think it's important enough for that. It's not an expensive purchase either so if you couldn't afford that for whatever reason that would be a real shame."* (Interview 3.6, 2021)

An overall feeling of 'I can do with less', is what can be observed from these interviews. The participants do not express feeling ashamed when certain purchases or holidays are not possible. This is both when due to financial shortcomings as environmental reasons. However, participants see not being able to purchase something as a consequence of their financial situation, then that being for environmental factors.

Many of the participants explain that they experience feelings of **pride** when having bought something new. What can be observed is that this feeling of pride drives several participants to share their new purchases, with family and friends.

"*That was quite happy and also quite proud. It's a car that I also saved for a while say*" (Interview 2.5, 2021)

"*Look my coat I don't tell anyone because that's not interesting but my motorbike I did tell a lot of people because I'm proud of it and because it worked out*." (Interview 3.1, 2021)

"Yes, why do I like that? Yes I don't know because it makes me proud to show it." (Interview 3.4, 2021)

What also came up, concerning feelings of pride is when asking how it would make them feel, if someone would compare their purchases with theirs. Here a few elaborated on the fact that they would feel proud if someone would buy something because of them.

Researcher: *"No, and how would you feel if other people did that very much comparing their purchases to yours?"*
Participant: *"I would feel honored on the one hand. But on the other hand, I think yes, just be original and do your own thing*." (Interview 3.4, 2021).

Researcher: *"Yes. Okay, and how would you feel if people compared their purchases very much to yours?"*
Participants: *"Yes, if they like my purchases very much, yes then, of course, I am proud of them*" (Interview 3.5, 2021).

Sustainable behavior
Within the topic of sustainable behavior, a few topics were mentioned most. These were attitudes towards, or actions taken by some of the participants to increase their sustainable behavior.

One of these actions is **non-impulsive purchasing**. As a larger part of the interviewed population admitted to impulsive buying, a few are consciously trying not to do so

"No, except for some sweaters then I'll try them on anyway to get it out of my head. But often, no, the real things that I don't buy impulse are often the happiest. Things I've thought about for a while." (Interview 2.6, 2021)

"Well actually no, to be honest. When I buy something, I always do it considered. So, then I always think, I'm aware of what I'm buying" (Interview 2.7, 2021)

For most**, secondhand clothing** is seen as unhygienic. Five participants explain their positive attitude towards secondhand clothing. What comes forward is the fact they want to give things a second life and therefore contributing towards lessening the environmental impact of clothing.

"I would too yes sure forget all about that, I have done that too. Yes also fine if, if it just looks good. It doesn't look washed out or, usually, that's all checked out as well that it's not. Is also good, because all those clothes are also very polluting for the whole world of course constantly, but renew and throw away."

"*No, just right, which means you can give a nice stuff a second life. If everybody did that, again, it would save. Would be a lot more sustainable."* (Interview 3, 2021).

In addition, a small group of these participants also actively **sells their clothing**, others

chose to donate.

"Yes, I sold some Nike shoes recently in the first lockdown in the Netherlands, order. I still had those, so I sold about 10 / 15." (Interview 2.1, 2021)

A more positive attitude exists towards **secondhand furniture** than compared to clothing. Nine participants show their openness towards secondhand furniture and reusing their old furniture.

"Then I still look very much at quality. And in that quality, for example, I look at that sofa and that sofa, we do 25 years with it. And then I think it's a waste to get rid of it. So, if you look at how we moved in 21 years ago and two years later we got that sofa, it's still there. That chair has been given a new fabric twice. So, we rather reuse our own stuff" (Interview 2.8, 2021)

"Yes, a lot of stuff we buy through Marketplace. Our dining table, for example, is second hand. Then it's a kind of circular use then that's only good." (Interview 3.4, 2021)

Lastly, concerning **traveling via plane,** a small part of the interviewed population feels there is a need for change. Some mentioned the too cheap prices of flying and that they feel changing this, by increasing the price, people will become more aware of how easy they get on a plane while there are other options available.

"No, I even think that airline tickets should be more expensive. I think it's really crazy that you're cheaper in Rome than I am from Tilburg to Amsterdam up and down. Yes seriously, Amsterdam up and down is cheaper. Look in the high season it is slightly different, but if I want a weekend away, I have no children. If I want a weekend away and you go off peak times look what do you pay, 20 or 40 euros? I'd rather see that a reversal. And then I think 50 euros to fly to Rome is still too little." (Interview 3.7, 2021)

"Yeah, I actually just think that they should make a certain tax maybe in airline tickets what is put away extra, say for the environment. That those that emit CO2 and so that that can then be compensated. I think very honestly if we look at the past year because we all really learned that we all really pollute the world, because yes, everyone flies from hot to cold. Water has become super clear because it all couldn't be so of course that says something." (Interview 3.8, 2021).

Non-sustainable behavior

An occurrence that affects the purchasing of the participants is the fact they often buy **impulsively**. Clothing is mentioned by 7 of the 20 participants as the most impulsively bought product. With main reasons being that these clothes are often needed for a single occasion or that they walked into a store and got persuaded at that moment. These participants also explain that these purchases are seldomly purchases that they need.

"*It's okay, yes, clothes, also, especially that you are excited when you are in the store. And then when you get home you think it doesn't really fit. Especially because in my case it is a bit too tight, or not cool at all."* (Interview 2.2, 2021)

"*Isn't that right, then you let yourself, then you walk down the street of the store and then you see some nice hanging there. And then you change your mind without thinking that you actually already have four of them*." (Interview 3, 2021)

"*So actually, need always plays a big role and a little bit of impulse, because I am also an impulse buyer. So, I walk into a store and then I think, I want that*." (Interview 3.5, 2021)

And even though many admit to this unnecessary buying, and some explain that such an experience might influence their short-term future purchases, most do confess that it will probably happen again.

Researcher: *"Okay, and then when something like that happens, does that discourage you from doing something like that again in the next day next month. Or is it actually something that happens regularly?"*
Participant: *"Well, it does discourage the first period, but I'm sure there will be another time. I don't mind at all either"* (Interview 3.7, 2021)

Researcher: *"Yes, would that affect you in the future? Suppose you were to go shopping in Amsterdam again. Would you then remember that moment again?".*
Participant:*" No, no I have already forgotten about that…Yes it could definitely happen again*" (Interview 3.9, 2021).

In addition, two possible reasons are mentioned. One is the fact that age plays a role in impulsive purchasing.

"*Well, I think recently that, but that will also have to do with as you get older, that you don't buy as many frills and trinkets. But in the past, when I was young, I did buy a lot of clothes and I also bought things of which I thought, why did I buy this?*" (Interview 3.2, 2021).

"*Exactly yes, and generally speaking, I try to, I used to be really impulsive, that changes during maybe age*." (Interview 4, 2021)

One other participant explains he feels this may be caused by the increasing usage of social media.

"Exactly but I also think that with the advent of social media and things like that that you also see a lot more things passing, coming by that you can then buy. I'm pretty impulsive. At least also every now, and then I see something pass by, come by on social media, Instagram Yes, then sometimes I just buy something from there." (Interview 2.3, 2021).

Convenience over sustainability covers certain actions and decisions the participants took, to increase their own convenience at the expense of the environment. Convenience is the main factor especially when it comes to **traveling via plane**.

"*I do believe that some things are also just more fun with the car, it's not necessary to fly all the time. Just yes it, it's often with us often more about time. Often you have a busy life and very little vacation or little free time then you choose the somewhat faster the option actually."* (Interview 3, 2021).

"*Hmm actually no, it's just. I like to look at convenience or something anyway."* (Interview 3.9, 2021)

In addition to the fact, most deem it more convenient to **travel via plane**, a sense of unimportance can be observed. By this is meant the unimportance of the negative effect flying has on the environment, whereas going on holiday is of more importance. Increasing this feeling is the fact that the overall opinion is that their actions will not help any environmental damage that is being caused.

"Yes, I can dwell now that that it can be bad on the environment only yes, I then put into perspective for myself that then other countries and other people are much less considerate. Then I wonder very much if that little bit I can do, actually helps is maybe bad, but yes" (Interview 2.3, 2021).

"I think then it's very difficult to make the choice, I don't have to do it for the environment so to speak. And then I always kind of think those three times I fly in a year. Of course, that is very bad for the environment, but at the same time, there are businessmen who fly that far every day. But yes that is very selfish but yes I think it is not worth it" (Interview 2.4, 2021).

(The following comment is concerning the now clean rivers in Venice as a result of less tourism.)
"If all the tourism is there again, it will be dirty and filthy. Man is quite selfish in that and so am I"
Researcher: *"Yes, so you don't see change in that so quickly?"*
Participant: *"No, unless, unless you're really forced to do something with all of them there. Look the earth is obviously warming up. How fast is that happening?... Look if that's only going to have a real effect in now and 100 years, yeah, we probably won't be around, so that's for the next generation then"* (Interview 3.8, 2021).

The participants themselves elaborate on the fact that they do see this as a selfish mindset, however, no sense of shame or willingness to change this is observed.

The second widely mentioned topic is concerning **secondhand clothing**. This topic was also vocal in the interview questions and therefore various comments on this topic have been made.

Overall, eleven participants elaborated on their aversion towards secondhand clothing. The overall opinion that they saw is as unhygienic

"I don't like that someone else has had that on and doesn't like that very much" (Interview 2.2, 2021).

"Because I don't buy a lot of clothes anyway. And then I buy it completely to my taste new without it having been worn. And that's also maybe out of a piece of hygiene" (Interview 3.1, 2021)

"Yes, but that also has to do with hygiene and clean and well no" (Interview 3.3, 2021).

"No, then my preference is for new clothes, although I also go to the Episode sometimes. No, but I do prefer new clothes. I think that's different from a chair that someone has sat in, clothes that someone has really worn. I find that a bit of a disgusting idea." (Interview 3.4, 2021)

A small part of the participants sharing this opinion also find new clothing to have a better feel and look to it.

When asking about **furniture** there is a less negative opinion seen. The length of which a piece of furniture has been in someone's house and the usage does play a role. For example, most would not prefer a secondhand mattress or coach.

"I think that it depends a little bit on what, because I think a mattress or a couch, I

think is a little bit unhygienic that people really live there." (Interview 3, 2021).

"But a chair, or a sofa I have a little more trouble with again." "A little bit that dirty I think or something, I think everybody sat on it with their whole body and you name it." (Interview 3.9, 2021)

Lastly, just as with flying, although there is knowledge concerning the unsustainable effect their actions have, convenience and lack of interest in changing these behaviors is observed.

"*My friend, he does all the sustainable furniture making, so of course I'm supposed to secretly think about that, but I'm really bad at that. If I think, I want it, then I'm not interested in whether it came from an airplane, from 300 rounds the world or not. No, that's very bad actually…. No yes, I do need to be more involved with it from myself. Just like packaging and stuff, I have to be more involved. And bring a bag every net. But it's not there yet no"* (Interview 2.6, 2021)

Materialistic characteristics

Participants explained they feel a need to purchase. Often these purchases are not essentially needed but fulfill a feeling of wanting something new. Others explain that once they have a certain purchase in mind, the feeling of need then increases and they want it straight away.

"*My own thoughts that meander that I think I need it. I think I because I like it or it will look good or something like that say, and then I have it and then I think of one more."* (Interview2.1, 2021).

"I have to be able to deal with it. But I do think it is difficult because, like now, everything is closed. Then I notice that it bothers me that if I want something, I can't have it right away. I am terrible at ordering things online because it takes too long for something to arrive. Takes only two days but still" (Interview 2.6, 2021).

"*Yes, I think that is related to it. Yes, then I have to buy something because that makes me happy, just want to spend money. And then afterwards you think, well, you didn't necessarily have to*" (Interview 2.9, 2021).

When asking to consume differently less, some reply they would rather save on other purchases than on valuable ones. Not many seem willing or open to consume less or mention they are but cannot relate to such a situation wherein they would need to consume differently.

"Mmm yeah, if I would then consume less … I would maybe also do it, a little bit later on expenses that I do, that are less necessary so, for example, look better with groceries or less on the road just buy junk that doesn't really matter. I think I would also save on things like that rather than things that you really want." (Interview 2.9, 2021)

Researcher: "*Okay, and then imagine, there would be a situation where you decided for it of well, I actually want to consume less and so you can't make such a valuable purchase. How would you feel about that?*
Participant: *"Yes, I have, I don't have much of a problem with that. But I've never really*

had that. Because I, I don't buy ridiculously expensive things, so I wouldn't be able to say that, but it would make me feel terrible if I wanted or needed something, I couldn't get it." (Interview 3.1, 2021)

"*Financially it's a whole different story. If I can't buy it, and then it would suck when I would like to have it*." (Interview 3.5, 2021).

Nonmaterialistic characteristics

About half of the participants explain they wouldn't mind not being able to purchase their before-mentioned valuable item, or to start consuming differently. The overall theme around these answers is that they feel people are capable of doing with less. They explain that we think we require many things however often it is not the case.

"I think it's actually that we live in a society, where we need to think more about how much something is needed or not. And also a little bit the old value of god try to do with what you have. I know that the girls, just ask Elise and she could say, "Hey, I want this and that. And they also had girlfriends who gave them everything automatically. Do you think that's normal? And I think, yes it is possible but you never know how you will sit financially later." (Interview 2.8, 2021)

"Oh but that, I am always the one who often shouts we already have everything. And instead of now and even bigger boats, a car that goes even faster, go and enjoy what you already have. Because you are not happier with a boat that goes faster than the previous: (Interview 3.3, 2021).

Especially concerning financial situations most agree they would not mind having to do with less. When asking more in-depth about how they would feel if they would consume differently due to environmental circumstances, most reacted to this positive. However, a slightly lesser sense of understanding occurred when compared to having to consume differently due to financial circumstances.

Researcher: *"No. And imagine you find yourself in the situation where you, for example, could not buy your valuable object because you have decided of well, I actually want to consume less, or I do consume differently, so not really looking at a new thing but maybe more to second hand. How would you feel about that?"*

Participant: *"I think nevertheless also at first a pity. But I think that after that you also have a good feeling about it if you have made such a choice. Because, yes, and that is your own goal of course because you set that goal yourself. I think that in the end, you are satisfied with the fact that you have made that choice*" (Interview 2.4, 2021).

"Well, I think that's better, a better life starts with yourself. I just think it's great when people can do that, so I'm not ashamed of that either if I would consume less and want to be more mindful of the environment." (Interview 3, 2021).

Lastly, a participant explains she does not feel that possessions change the way you see a person.

"No, I don't like you less or more if you have a nicer phone or a nicer jacket. As far as that's concerned I'm easy with stuff" (Interview 2.6, 2021).

Social norms

One of the largest topics from all the interviews is social norms. Mentioned multiple times by various participants is that the belief exists the level of susceptibility is largely influenced by the person's age. With younger people being more influenceable than are older.

"Yes definitely, definitely. Especially high school days that happened very much. But that others also express it more or so now? Now everyone doesn't act like that anymore, you also get less commentary on them. Maybe even if they were incredibly ugly you still bought them. Because otherwise there was something to say about it, or you did not belong. Because otherwise, you were talked about, so to speak" (Interview 3.9, 2021).

This need to own certain items was, in the eyes of the participants, is due to the fact that there was a need to fit in with the crowd. Therefore, what others did or bought was very important as they felt they needed to follow along with this.

"Yes, yes, but I also think as you get older, then you are above of, whether you have to conform to a certain image. Do you also attach less value to the group, to how you should feel in the group, or yes, how do I say this right, peer pressure? I think that is always a good word. I'm not bothered by that anymore. In any case, actually shouldn't have those young people either." (Interview 3.2, 2021).

"Ehm I don't think so much afraid, I think it's just kind of an automatism when you're young that you just go along with the rest." (Interview 3, 2021)

"Yes, it is. For example, in high school, it was really a thing with me to have one of those Louis Vuitton speedy bags. … But everyone at my school had to and would have a bag like that or else you didn't belong" (Interview 3.4, 2021).

Another possible reason for this behavior is to identify yourself self through things and therefore see to which group of people you belong.

"Yeah, yeah group bonding or something. That you can then better identify who you are or indicate that you like the same things" (Interview 3.4, 2021).

Another way of following others is also mentioned in the chapter on non-sustainable behavior. This concerning the fact that individuals do not think that their own actions in itself have any effect, so if others do it (this specific example corning flying), why should I do any different?

"And then I always kind of think those three times I fly in a year. Of course, that is very bad for the environment, but at the same time, there are businessmen who fly that far every day. But yes that is very selfish but yes I think it is not worth it." (Interview 2.4, 2021)

Confirmation also plays a big role in the participants social surroundings. They felt that when showing a new purchase to others, this stemmed from the fact that they were seeking confirmation. And this may result in them changing their behavior due to the opinion of others.

"First of all, I have to like it myself, but I also think it's important that other people like it. Yes, I think that's important too…. Yes, definitely, definitely, and even though I like it so much, if others don't like it, I'm less likely to buy it. Then I think, never mind." (Interview

2.3).

Participant: *"Or then something is hip and then I think oh I want that too. And then it's hanging in my closet and I think no, that's not for me at all. And it stays there.*
Researcher: *"And then what made you want to buy at that time anyway?"*
Participant: *"Yes, I think it's a sort of, not so much peer pressure, but then everyone says; oh no that looks great on you, you really should do it. And then you think, yes, I agree. And then you come home and then you think no I do not like it at all"* (Interview 2.6, 2021)

Next to looking for confirmation from others on their own purchases, comparing purchases is something some feel also happens subconsciously. In addition, four participants share the opinion that comparing is not always in a negative sense but also because they are happy for others.

However, a statement was made by one participant, who feels comparing purchases makes you less happy with what you have.

"I think then also people who compare themselves to other people. And looking at me then it doesn't matter that much and has less effect than maybe on someone else. I can imagine that if you do have that and so if you make those comparisons that you would like to buy certain those things if you can…. That if you have the old version that then you think shit I must have the new one something like that" (Interview 2.4, 2021).

Moreover, some feel that comparing your purchases with others originates from and insecurity and jealousy.

"I think then that comes from a kind of certain insecurity of someone else. (Interview 3.6, 2021)"

Interestingly enough two male participants shared their thoughts on how women are more susceptible and likely to compare with other women in their surroundings.

"Women, in my opinion, are a bit more involved in this, but yes, that also depends on the person. But I think to a large extent you also see that in women. They are just more concerned with, those in my environment huh, with their appearance. Men are a little less interested in my opinion" (Interview 3.5, 2021)

"I do notice that. But women always have more there anyway, are more sensitive to it than men I think no, but yes in my environment they are. The insecurity that makes women insecure with of oh: yes, I have that and those things of oh yes, I want that too so the grass is always greener with the other. While sometimes you have to look at what I actually have and how I stand in life and indeed, someone has a little more to spend. Or someone who has less to spend, but of course you automatically look at the person who has more than you."

Only one participant shared his experience of altering his behaviors and actions because of other people's opinion and therefore not buying something. He explained that he as a 25-year-old man has a boat and wanted to buy a house in Amsterdam and that he has been saving up for this for a very long time. However, he did not make this purchase out of fear of the reaction of others.

"I didn't do that at the very end, because it was actually and obviously financially very difficult, but also because I'm only 25 and I also need to take it easy. And a house in Amsterdam, and I did that purely to avoid giving out the wrong signals, you see. …No. No, but that someone will then fill it in for you, like ooh look at him buying a house again. For me, it was actually the reason that I didn't do it in Amsterdam. I'll wait a while so I don't send out the wrong signal because they immediately think you have a lot of money while that is of course not the case. I just save and work hard for it" (Interview 3.1, 2021).

Status

Eight participants share the opinion they like to show off their new purchases. Their reason for this is due to them feeling a sense of pride.

"So I think if you bought something new, whether its clothes, a new kitchen or a new sofa, to share that with people, to show that….More when you're interacting with people. But also do social media I think, if you're really proud of your home then maybe I could post a spot" (Interview 3, 2020).

"Yes, yes definitely I always like to name it when I have something new. Do I do a little catwalk through the house. Or I'll post it on Instagram…. Yes, why do I like that? Yes, I don't know, because it makes me proud to show it. That you want to show off with it that is also possible." (Interview 3.4, 2021)

"Yes, why do I like that. Yes, I don't know, because it makes me proud to show it.
Yeah, I wouldn't let it go that far either, like posting my new shoes on Instagram. But of course, you are proud of them. Then you show something more consciously to friends" (Interview 3.9, 2021)

Others also feel the need to show their new purchases to trigger a reaction for others.

"And also, to provoke a certain reaction, of course. And with pants it's like oh yeah nice, you understand. Then there's more to it." (Interview 3.7, 2021)

"But then it's mostly already in the preliminary stages, so it's not so much of I bought a new car. But then it's been going on for months about what kind of a new car is coming. And that's really just more of an endorsement if you're going to drive up with it but then you've already talked to everybody about it." (Interview 3.9, 2021)

What is also mentioned by a few participants concerning their ***enhancement of status***, is that they wish to have better products than others. They find it important that what they own, is better or more luxurious than similar products owned by their friends or family.

"Yes, well what I do have is that I want of course I have at least as good a product as the neighbor. Well, my neighbor is not so important to me because I don't talk to him often, but I do talk to friends. Yes, that's just more of a joke. Of course, you have to feel comfortable with it. Yes, I often have that feeling if I like it myself, and it happens to be nicer than your friends'. But I think it's human." (Interview 2.3, 2021).

"Yes, I would then yes, if you do have a lesser one. That would be me with the next one. The one I have now, I can't really show off with, to say the least. But then with the next one, it would be nice if it is nicer than the one my friend has." (Interview 4, 2021)

And this is comes back in a few interviews, elaborating that they would feel a sense of pride when others then wish to purchase what they own.

Researcher: *"Yes. Okay, and how would you feel if people compared their purchases very much to yours?"*
Participant: *"Yes if they like my purchases very much, yes then, of course, I am proud of them".* (Interview 3.5, 2021)

On the other end, are three participants who very vocally express their dislike in this showing off products. This comes from the fact they do not feel this need to show off as this is not in their character. One participant also explains, he feels this showing off is also linked to the wish to belong and gain authority from others when owning certain luxurious products.

Participant: *"Yes, but for example, a lot of people who buy a Monclair coat and the first thing they do is on insta joke that they're petting a dog and then a picture with the brand attached. Yes, I never have that."*
Researcher: *"And what do you think the reasons for that are on what drives one to do that?"*
Participant: *"A little bit of belonging I think, to also, be able to show off a little bit of authority or get awe."* (Interview 3.1, 2021)

Uniqueness
After the analyzing, using the tool NVivo, a theme that had not been given a distinct code came up. Due to the importance of ensuring an in-depth analysis, the theme uniqueness was added. This theme covers participants mentioning the reasons they purchase something is due to its distinctness.

[Referring to a vintage lamp] "But also because there's probably not that many of them and that I thought about it for a long time, did it any way you know so" (Interview 2.2, 2021).

"I don't like, yes, that sounds strange, but I don't like the standard things that everyone has. I do like to have something that is different, you might be exclusive because of that, and also just when you buy something that I like is just always going to last" (Interview 2.5, 2021).

In addition, uniqueness covers participants showing opposite characteristics of participants who were mentioned in the theme Social Norms. With this is meant that they wish to deviate from what others do instead of 'following the crowd'.

"Yes, I think that when it comes to clothing, I make my own choices.
Independently of what anyone thinks, yes, that doesn't matter much to me" (Interview 2.4, 2021)

"Oh yeah no I'm really not trying to outdo anybody. I just do exactly my own thing" (Interview 3.4, 2021)

*"In fact, I am almost, I am more likely to then go against it. If everyone chooses blue, I choose red, and vice versa. I like to do things differently" (*Interview 3,7, 2021).

6. Video story line

1. People walking around in a shopping mall.
2. Check out register with clothing.
3. Clothing racks full of the same clothes.
4. See wardrobe full of clothes with similar items.
5. Person in front of closet full of clothes.
6. Trash bags.
7. Animation with video title: Re-Think
8. Water – small static concerning water usage pops up
9. Waterfall - nature
10. Person – annoyed emotion.
11. Friends swapping clothes.
12. Tailoring.
13. Person in nature.
14. Ocean - nature.
15. Friends together.
16. Playing children outside.
17. Wildlife, elephants.
18. People in the park – static on sustainable behavior change.
19. Happy, confident person.
20. Friends huddling together- motivational quote text 1/2: *Because no one can do everything*
21. Friends walking together on the beach - motivational quote text 2/2: But everyone can do something
22. End shot; paper house with sunset background– ending text: *Re-Think. To ensure a sustainable way of living.* Including CTA to share video.

Voice over

Do you ever stop and think clearly before you buy something?
Al of the time we purchase new clothes or products when we do not even need them.
Or already have similar items at home. **(personal)**
All these purchases wind up in our homes and are forgotten about or thrown out.

But what could happen if we would Re-think?
Did you know that buying one less pair of jeans can save up to 6000 liters of water (Merchant, 2018)? How great is that! Such a small gesture can have such a great impact. **(positive)**

But don't we all have those days that we are fed up with what's in our closet. **(personal)**
So, what about swapping you clothes with your friends? **(collective)**
Or getting them refitted?

This lets you have cool new items and contribute to more sustainable way of living. **(positive).**
Because we would all like to conserve what nature has to offer.
So together, we can make that easy and fun! **(positive and collective)**

So, we can set an example for future generations! **(positive, collective and dynamic norms)**.
And ensure a safer living environment for these friends! **(positive and collective)**

On a global average, 69% of consumer has changed the products or services they use due to climate change (Statista, 2019).

Will you be a part of that change? **(dynamic norms)**

Because no one can do everything. But everyone can do something **(positive and collective)**

Sources used:

Merchant, B., 2018. *How Many Gallons of Water Does It Take to Make . . ..* [online] Treehugger. Available at: <https://www.treehugger.com/how-many-gallons-of-water-does-it-take-to-make-4858491> [Accessed 14 August 2021].

Statista, 2019. *Climate change: change to consumer behavior 2019* | *Statista*. [online] Statista. Available at: <https://www.statista.com/statistics/1106653/change-made-consumer-bevaviour-concern-climate-change-worldwide/> [Accessed 14 August 2021].

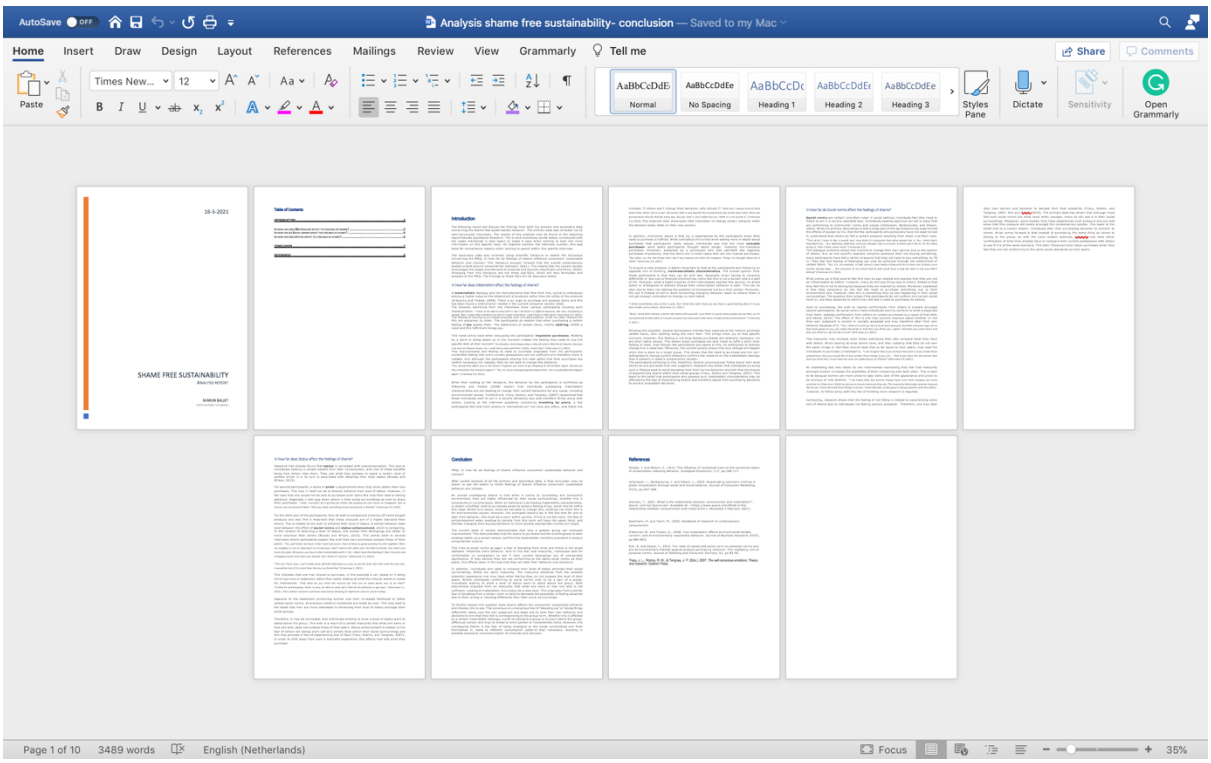
7. Video link

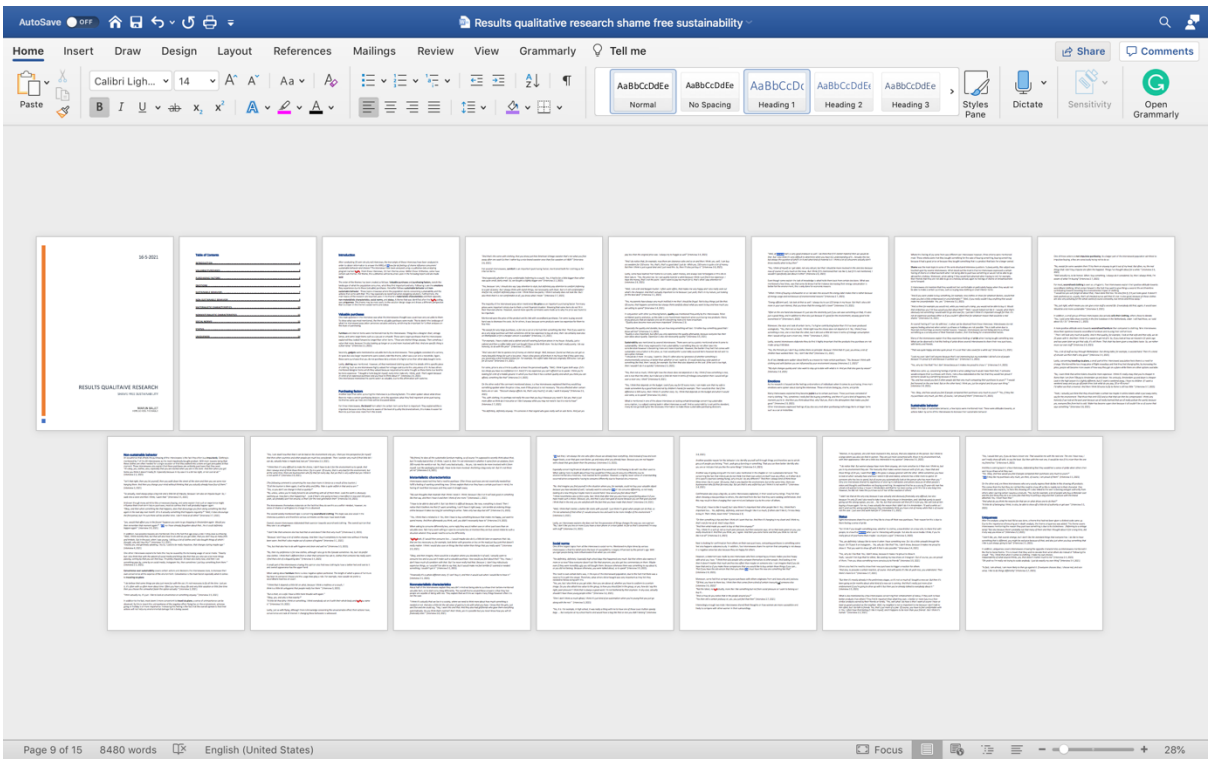
https://www.powtoon.com/c/cylImIv5ccn/1/m

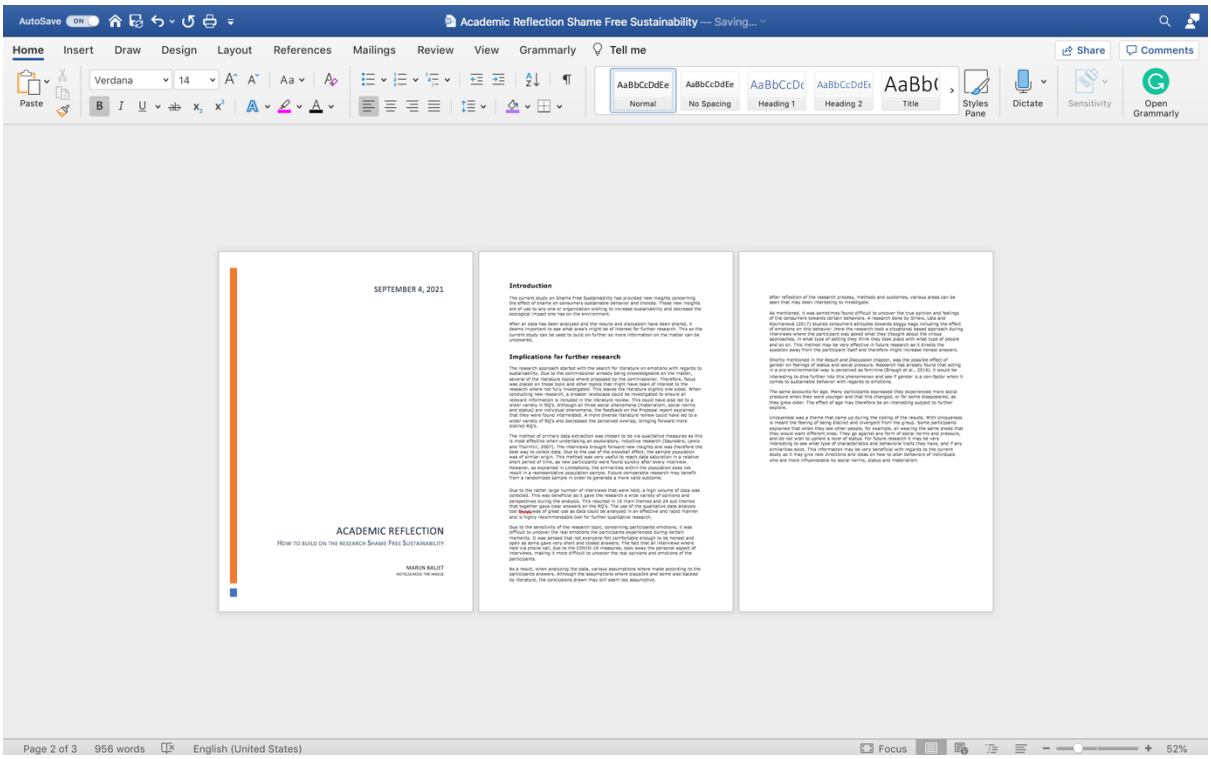
8. Before & after assessment survey questions

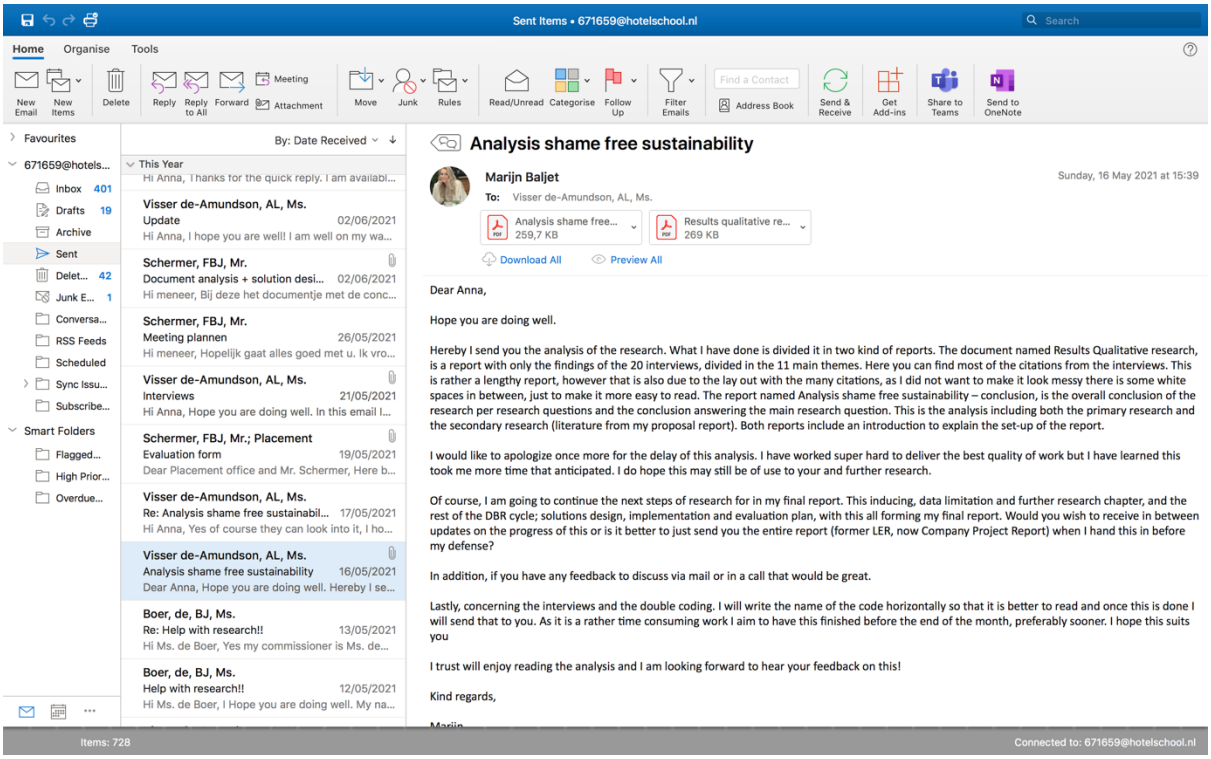
1. On a scale from 1 to 5, how likely are you to think before purchasing items such as clothing and furniture? With 1 being not at all and, 5 being very likely.
2. On a scale from 1 to 5, do you find it important to be thoughtful when purchasing new items such as clothing and furniture? With 1 being not at all and, 5 being very important.
3. On a scale from 1 to 5, how likely are you to purchase products such as clothing and furniture that you eventually barely use? With 1 being very seldom and, 5 being very often.
4. On a scale from 1 to 5, how willing are you to change you current purchasing behavior in order to decrease the environmental impact? With 1 being not at all and, 5 being very willing.

9. Dissemination reports and proof of distribution






Academic Reflection Shame Free Sustainability — Saving...
SEPTEMBER 4, 2021
ACADEMIC REFLECTION
HOW TO BUILD ON THE RESEARCH SHAME FREE SUSTAINABILITY
MARIJN BALJET
Introduction
Implications for further research
Page 2 of 3
956 words
English (United States)
Focus
52%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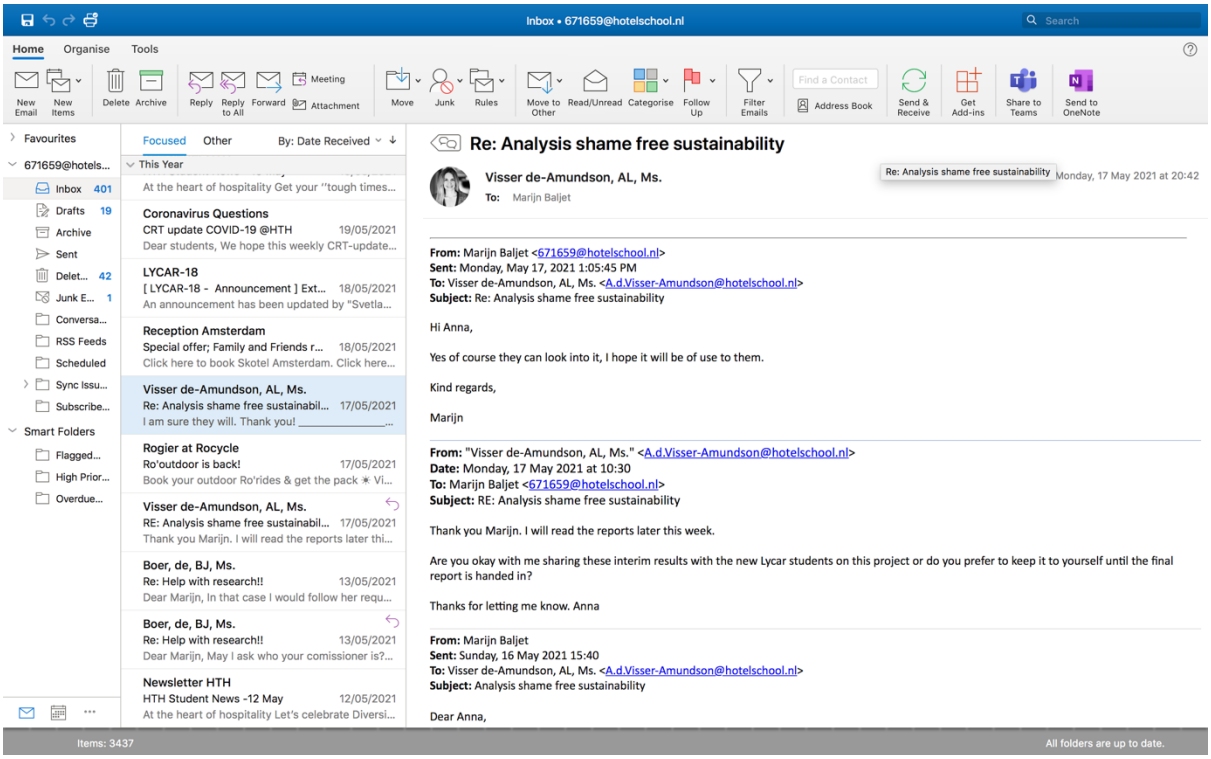
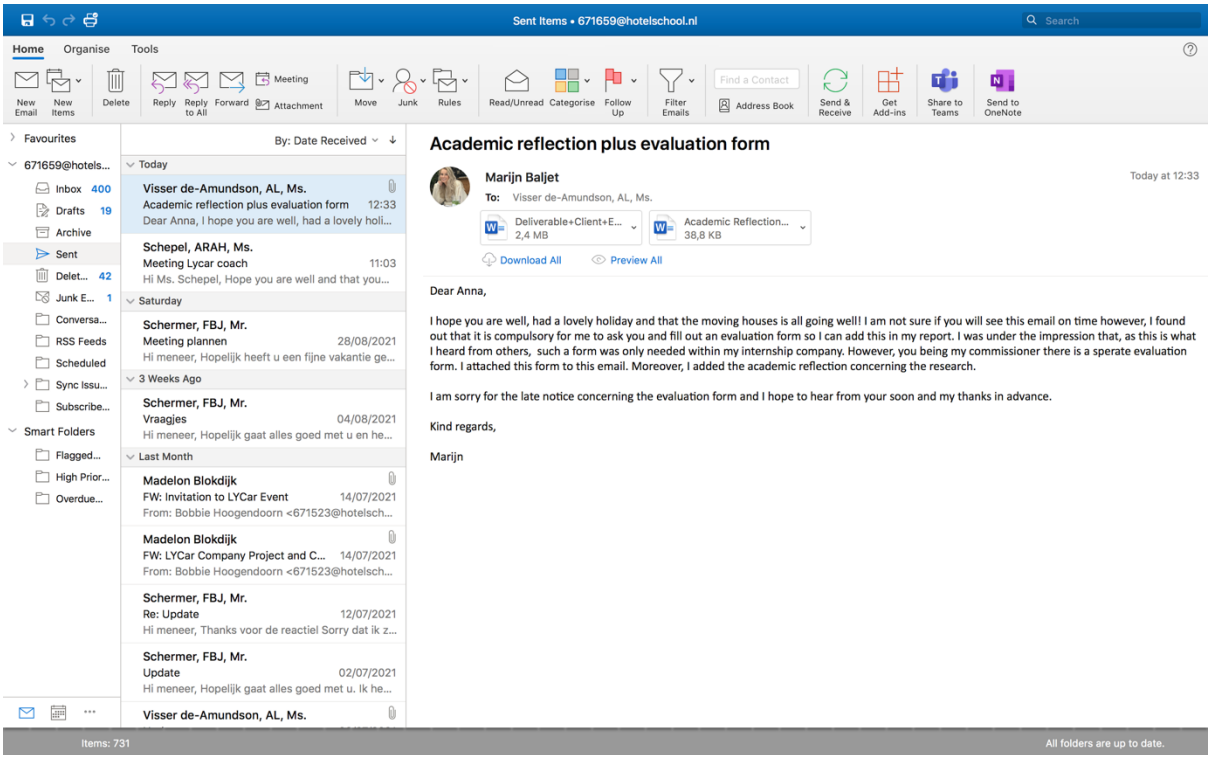
Search
Analysis shame free sustainability
Marijn Baljet
To: Visser de-Amundson, AL, Ms.
Sunday, 16 May 2021 at 15:39
Analysis shame free... 259,7 KB
Results qualitative re... 269 KB
Download All
Preview All
Dear Anna,
Hope you are doing well.
Hereby I send you the analysis of the research. What I have done is divided it in two kind of reports. The document named Results Qualitative research, is a report with only the findings of the 20 interviews, divided in the 11 main themes. Here you can find most of the citations from the interviews. This is rather a lengthy report, however that is also due to the lay out with the many citations, as I did not want to make it look messy there is some white spaces in between, just to make it more easy to read. The report named Analysis shame free sustainability – conclusion, is the overall conclusion of the research per research questions and the conclusion answering the main research question. This is the analysis including both the primary research and the secondary research (literature from my proposal report). Both reports include an introduction to explain the set-up of the report.
I would like to apologize once more for the delay of this analysis. I have worked super hard to deliver the best quality of work but I have learned this took me more time that anticipated. I do hope this may still be of use to your and further research.
Of course, I am going to continue the next steps of research for in my final report. This inducing, data limitation and further research chapter, and the rest of the DBR cycle; solutions design, implementation and evaluation plan, with this all forming my final report. Would you wish to receive in between updates on the progress of this or is it better to just send you the entire report (former LER, now Company Project Report) when I hand this in before my defense?
In addition, if you have any feedback to discuss via mail or in a call that would be great.
Lastly, concerning the interviews and the double coding. I will write the name of the code horizontally so that it is better to read and once this is done I will send that to you. As it is a rather time consuming work I aim to have this finished before the end of the month, preferably sooner. I hope this suits you
I trust will enjoy reading the analysis and I am looking forward to hear your feedback on this!
Kind regards,
Items: 728
Connected to: 671659@hotelschool.nl


Inbox • 671659@hotelschool.nl
Re: Analysis shame free sustainability
Visser de-Amundson, AL, Ms.
Monday, 17 May 2021 at 20:42
Hi Anna,
Yes of course they can look into it, I hope it will be of use to them.
Kind regards,
Marijn
Thank you Marijn. I will read the reports later this week.
Are you okay with me sharing these interim results with the new Lycar students on this project or do you prefer to keep it to yourself until the final report is handed in?
Thanks for letting me know. Anna
Dear Anna,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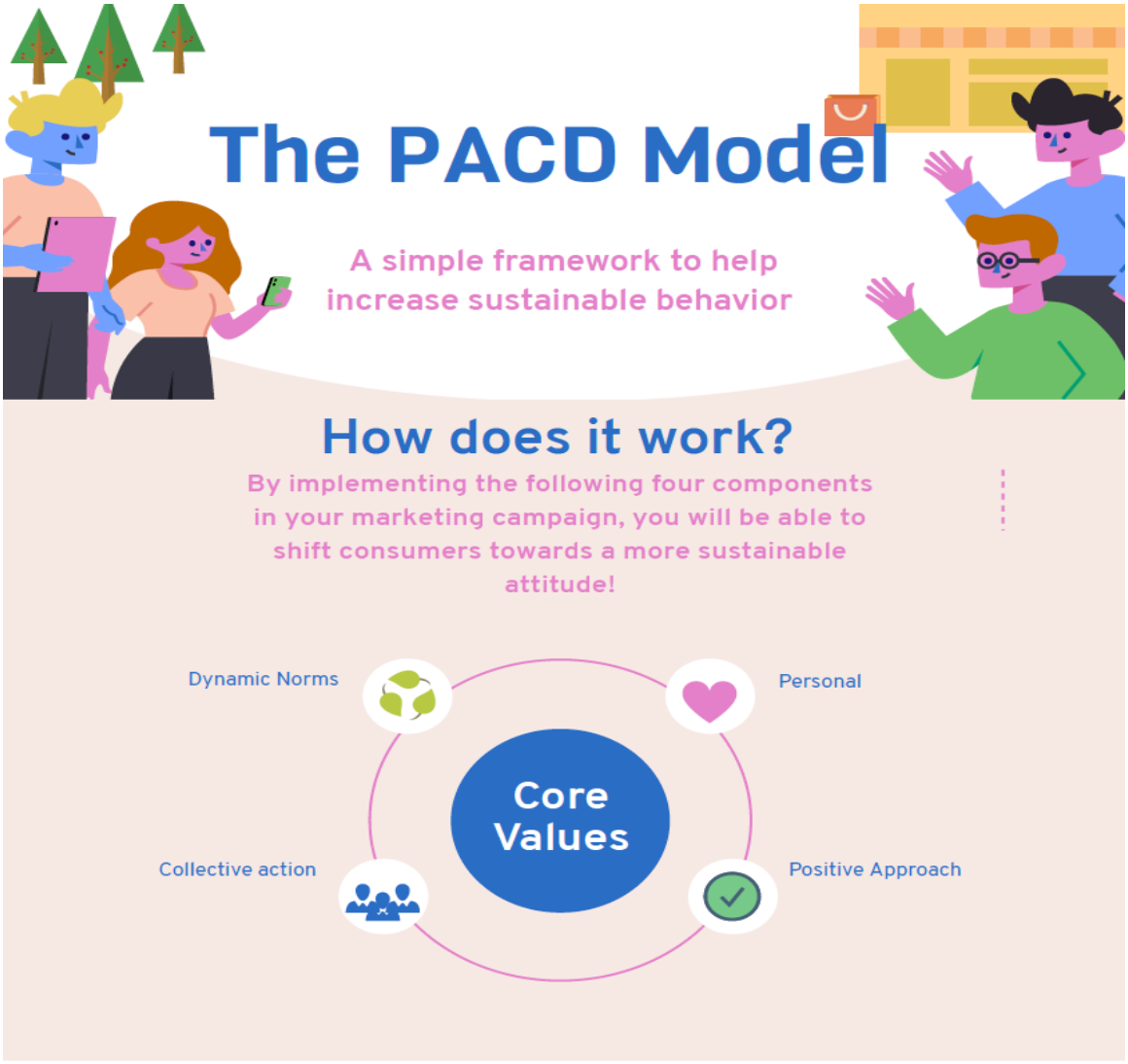
Academic reflection plus evaluation form
Marijn Baljet
Today at 12:33
Dear Anna,
I hope you are well, had a lovely holiday and that the moving houses is all going well! I am not sure if you will see this email on time however, I found out that it is compulsory for me to ask you and fill out an evaluation form so I can add this in my report. I was under the impression that, as this is what I heard from others, such a form was only needed within my internship company. However, you being my commissioner there is a sperate evaluation form. I attached this form to this email. Moreover, I added the academic reflection concerning the research.
I am sorry for the late notice concerning the evaluation form and I hope to hear from your soon and my thanks in advance.
Kind regards,
Marijn

10. Dissemination infographic and proof of distribution



What does is all mean?

Personal

As many environmental issues sometimes feel far from oneself, marketeers should place emphasis on ensuring one can relate to the environmental issue, making it feel close to home.

Positive Approach

Positive focused marketing may increase the chance of altering current behaviors. Research has shown people feel a certain insecurity when deviating from social norms. The focus on the positive impact one can achieve may demonize this insecurity and enhance the feeling that one can follow their own judgement

Collective Actoin

When wishing to initiate change, this needs to be done collectively. Stimulating a group shared belief will motivate others to follow. And, as research has shown, some are hesitant to stray from what they perceive to be the group standard. Encouraging a collective action, may encourage one to follow.

Dynamic Norms

Showcasing what future norms may be (the dynamic norms) and their importance may be a large stimulant to alter current behaviors to one more sustainable. Moreover, it sets a standard for others to ensure a sustainable future.

How to set up the marketing campaign?

1

Find your target market

Who is your **Audience** and why. Make sure you clearly define who you want to target as this is important for next steps.

2

Where do you want to be seen

Which platforms does your target market use and what attracts them? This could range from pictures to videos, lots of informational text or short pieces of information. Find out what works best for your audience to grab their **attention**.

3

Create the campaign

Now you know how and where you need to create the what. If your audience is drawn to visuals, then create a campaign based on that. This is where the PACD model comes in. Spark the **interest** of the audience by making the issues relatable (*personal*) but not to heavy and intense. Keep it light and *positive*.

4

Create action

Now you have the intrest of the audience you need to motivate them to initiate **change** This is done by showcasing that change is done *collectively*, no one is in it alone. Moreover, you need to sketch the future landscape, what is your goal and where do we want to go (*dynamic norms*)

5

Feedforward

After successfully launching the campaign, ensure you give your audience the opportunity to respond to the campaign in order to receive feedback. All change in constant so you want to know where and how you can improve. Acknowledge the comments given to show your audience you appreciate them, creating customer **loyalty**.

Evaluate
Micro level

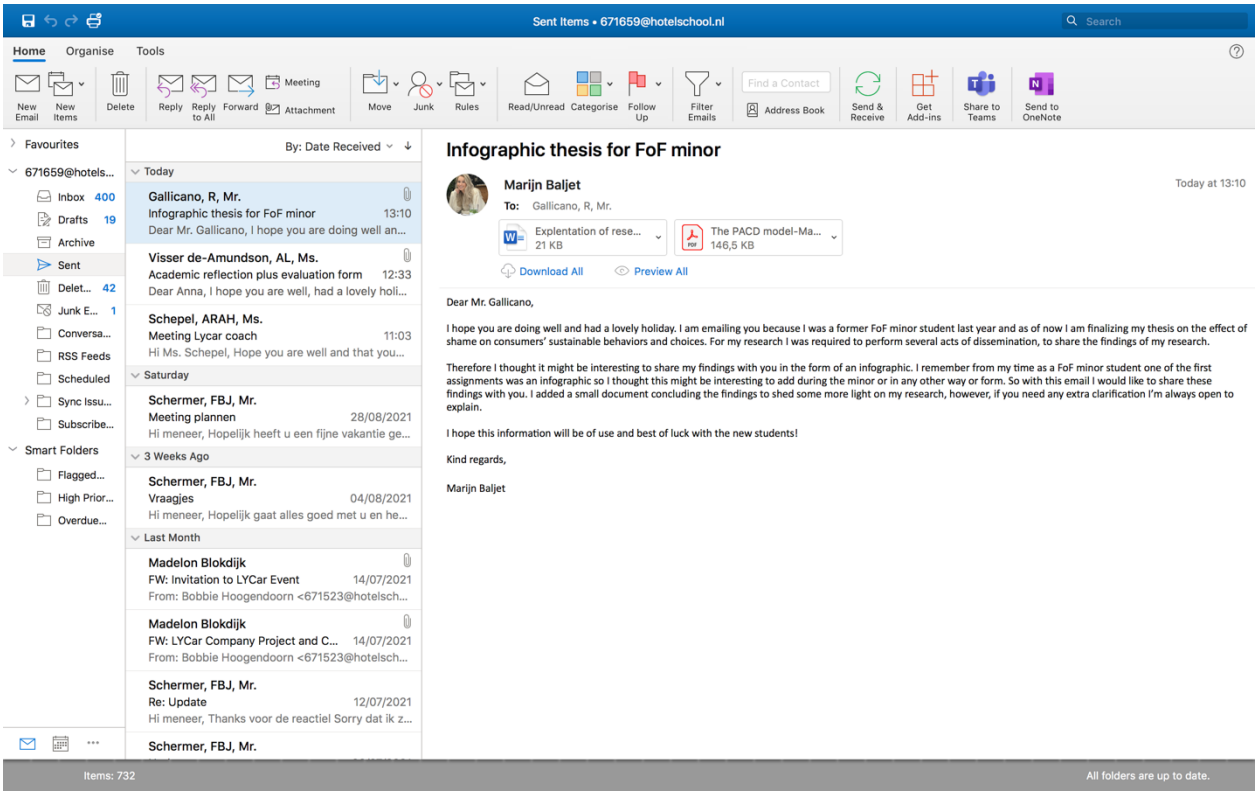
To see if the campaign was successful, ensure you set clear Key Performance Indicators, here are some examples:

Evaluate
Macro level

AIs behavioral change is a personal process, this may be hard to track. A solution may be to do a Before and After assessment. This may be most beneficial within educational institutions and organizatoins.

You will give the audience this survey before and after watching the video to see if their willingness to alter behaviours has changed!

- 1. On a scale from 1 to 5, how likely are you to think before purchasing items such as clothing and furniture? With 1 being not at all and, 5 being very likely.
- 2. On a scale from 1 to 5, do you find it important to be thoughtful when purchasing new items such as clothing and furniture? With 1 being not at all and, 5 being very important.
- 3. On a scale from 1 to 5, how likely are you to think before purchasing items such as clothing and furniture? With 1 being not at all and, 5 being very likely.
- 4. On a scale from 1 to 5, how likely are you to think before purchasing items such as clothing and furniture? With 1 being not at all and, 5 being very likely.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Filter Emails
Find a Contact
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Send & Receive
Get Add-ins
Share to Teams
Send to OneNote
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Drafts 19
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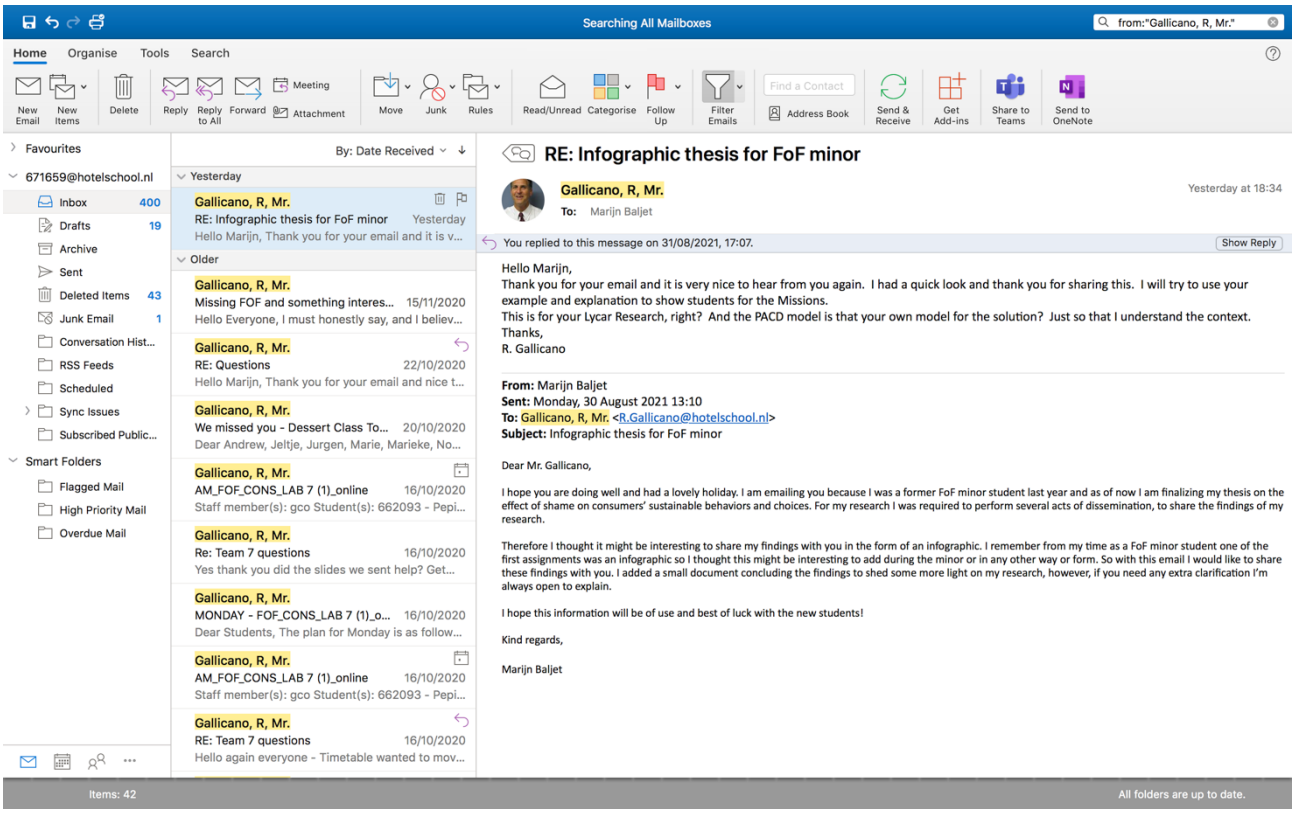
Junk E... 1
Conversa...
RSS Feeds
Scheduled
Sync Issu...
Subscribe...
Smart Folders
Flagged...
High Prior...
Overdue...
By: Date Received
Today
Gallicano, R, Mr.
Infographic thesis for FoF minor 13:10
Dear Mr. Gallicano, I hope you are doing well an...
Visser de-Amundson, AL, Ms.
Academic reflection plus evaluation form 12:33
Dear Anna, I hope you are well, had a lovely holi...
Schepel, ARAH, Ms.
Meeting Lycar coach 11:03
Hi Ms. Schepel, Hope you are well and that you...
Saturday
Schermer, FBJ, Mr.
Meeting plannen 28/08/2021
Hi meneer, Hopelijk heeft u een fijne vakantie ge...
3 Weeks Ago
Schermer, FBJ, Mr.
Vraagjes 04/08/2021
Hi meneer, Hopelijk gaat alles goed met u en he...
Last Month
Madelon Blokdijk
FW: Invitation to LYCar Event 14/07/2021
From: Bobbie Hoogendoorn <671523@hotelsch...
Madelon Blokdijk
FW: LYCar Company Project and C... 14/07/2021
From: Bobbie Hoogendoorn <671523@hotelsch...
Schermer, FBJ, Mr.
Re: Update 12/07/2021
Hi meneer, Thanks voor de reactie! Sorry dat ik z...
Schermer, FBJ, Mr.
Infographic thesis for FoF minor
Marijn Baljet
To: Gallicano, R, Mr.
Today at 13:10
Explentation of rese... 21 KB
The PACD model-Ma... 146,5 KB
Download All
Preview All
Dear Mr. Gallicano,
I hope you are doing well and had a lovely holiday. I am emailing you because I was a former FoF minor student last year and as of now I am finalizing my thesis on the effect of shame on consumers' sustainable behaviors and choices. For my research I was required to perform several acts of dissemination, to share the findings of my research.
Therefore I thought it might be interesting to share my findings with you in the form of an infographic. I remember from my time as a FoF minor student one of the first assignments was an infographic so I thought this might be interesting to add during the minor or in any other way or form. So with this email I would like to share these findings with you. I added a small document concluding the findings to shed some more light on my research, however, if you need any extra clarification I'm always open to explain.
I hope this information will be of use and best of luck with the new students!
Kind regards,
Marijn Baljet
Items: 732
All folders are up to date.


Searching All Mailboxes
from:"Gallicano, R, Mr."
Home
Organise
Tools
Search
New Email
New Items
Delete
Reply
Reply to All
Forward
Meeting
Attachment
Move
Junk
Rules
Read/Unread
Categorise
Follow Up
Filter Emails
Find a Contact
Address Book
Send & Receive
Get Add-ins
Share to Teams
Send to OneNote
Favourites
671659@hotelschool.nl
Inbox 400
Drafts 19
Archive
Sent
Deleted Items 43
Junk Email 1
Conversation Hist...
RSS Feeds
Scheduled
Sync Issues
Subscribed Public...
Smart Folders
Flagged Mail
High Priority Mail
Overdue Mail
By: Date Received
Yesterday
Gallicano, R, Mr.
RE: Infographic thesis for FoF minor Yesterday
Hello Marijn, Thank you for your email and it is v...
Older
Gallicano, R, Mr.
Missing FOF and something interes... 15/11/2020
Hello Everyone, I must honestly say, and I believ...
Gallicano, R, Mr.
RE: Questions 22/10/2020
Hello Marijn, Thank you for your email and nice t...
Gallicano, R, Mr.
We missed you - Dessert Class To... 20/10/2020
Dear Andrew, Jeltje, Jurgen, Marie, Marieke, No...
Gallicano, R, Mr.
AM_FOF_CONS_LAB 7 (1)_online 16/10/2020
Staff member(s): gco Student(s): 662093 - Pepi...
Gallicano, R, Mr.
Re: Team 7 questions 16/10/2020
Yes thank you did the slides we sent help? Get...
Gallicano, R, Mr.
MONDAY - FOF_CONS_LAB 7 (1)_o... 16/10/2020
Dear Students, The plan for Monday is as follow...
Gallicano, R, Mr.
AM_FOF_CONS_LAB 7 (1)_online 16/10/2020
Staff member(s): gco Student(s): 662093 - Pepi...
Gallicano, R, Mr.
RE: Team 7 questions 16/10/2020
Hello again everyone - Timetable wanted to mov...
RE: Infographic thesis for FoF minor
Gallicano, R, Mr.
To: Marijn Baljet
Yesterday at 18:34
You replied to this message on 31/08/2021, 17:07.
Show Reply
Hello Marijn,
Thank you for your email and it is very nice to hear from you again. I had a quick look and thank you for sharing this. I will try to use your example and explanation to show students for the Missions.
This is for your Lycar Research, right? And the PACD model is that your own model for the solution? Just so that I understand the context.
Thanks,
R. Gallicano
From: Marijn Baljet
Sent: Monday, 30 August 2021 13:10
To: Gallicano, R, Mr. <R.Gallicano@hotelschool.nl>
Subject: Infographic thesis for FoF minor
Dear Mr. Gallicano,
I hope you are doing well and had a lovely holiday. I am emailing you because I was a former FoF minor student last year and as of now I am finalizing my thesis on the effect of shame on consumers' sustainable behaviors and choices. For my research I was required to perform several acts of dissemination, to share the findings of my research.
Therefore I thought it might be interesting to share my findings with you in the form of an infographic. I remember from my time as a FoF minor student one of the first assignments was an infographic so I thought this might be interesting to add during the minor or in any other way or form. So with this email I would like to share these findings with you. I added a small document concluding the findings to shed some more light on my research, however, if you need any extra clarification I'm always open to explain.
I hope this information will be of use and best of luck with the new students!
Kind regards,
Marijn Baljet
Items: 42
All folders are up to date.

11. Dissemination presentation

HOTELSCHOOL THE HAGUE
Hospitality Business School

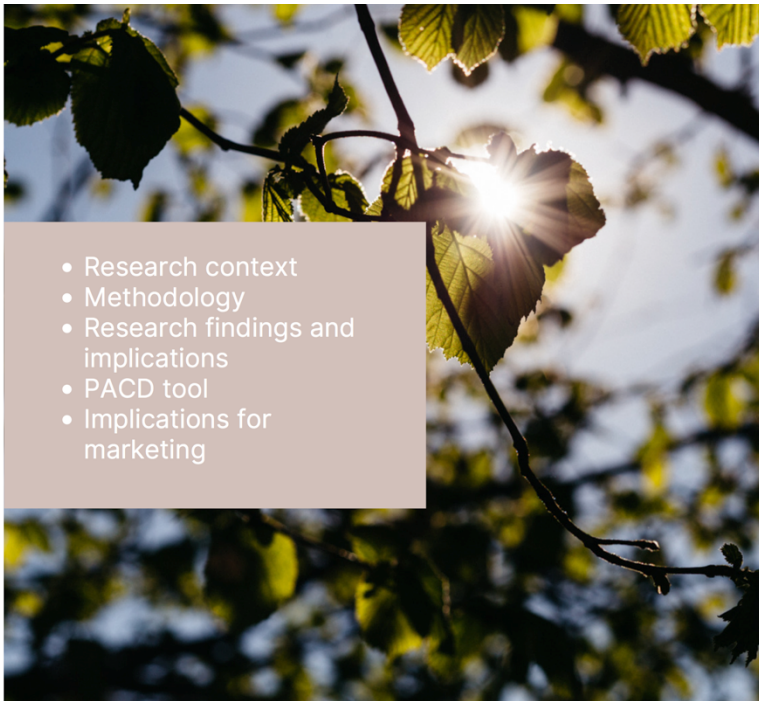
Made by
Marijn Baljet

Shame free sustainability

A presentation on how certain consumer behaviours and emotions affect their purchasing behaviour, and resulting marketing implications.

HOTELSCHOOL THE HAGUE
Hospitality Business School

Agenda

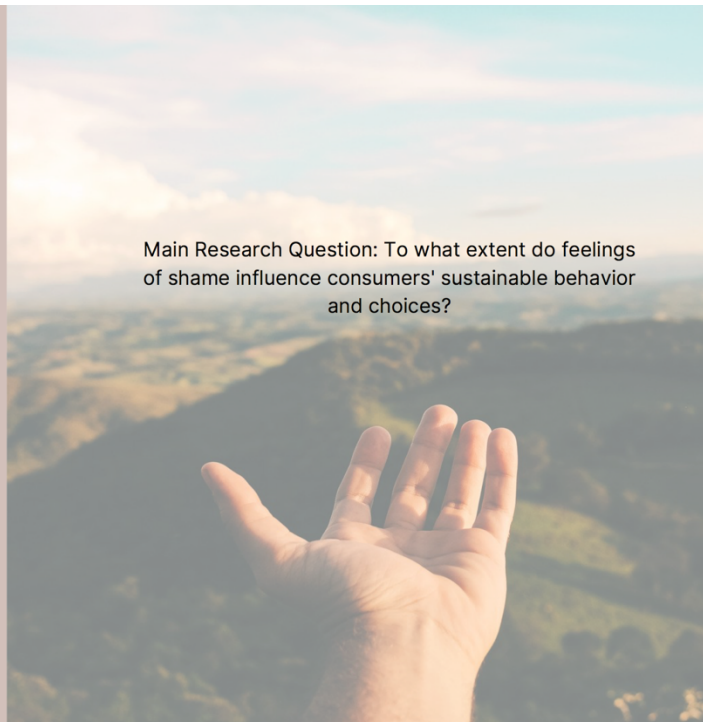


Research context

The ongoing trend of increased consumption is depleting various natural resources which are of great value to our eco-system. This is a problem that has been determined as one that needs direct action.

Research has found that emotions affect the purchasing motives of consumers.

Shame is an emotion not yet extensively researched and therefore interesting to research.



Sub research questions

Individuals pursuing a materialistic lifestyle may experience feelings of shame when they try to deviate from their normal behavior due to the avoidance of negative emotions, seeking socially accepted behavior.

- To what extent does Materialism affect feelings of shame?

Many seek to understand why individuals feel the need to uphold a certain level of status in society. Therefore, feeling ashamed when one does not possess a certain item, may drive them to consume unnecessarily to enhance their perceived status.

- To what extent does Status affect feelings of shame?

When looking at sustainable choices, individuals may choose to buy certain products, or not to buy certain products, because that is what is expected of them by their surroundings, therefore deviating from a possible shameful experience.

To what extent do Social norms affect feelings of shame?

Methodology

Results findings and implications
per sub research question

Materialism

The participants adhere unconsciously **'follow along'** with what others do and **put aside their own judgmen**t. Research has shown that individuals pursuing such a lifestyle seek to avoid deviating from their normal behavior and with that the chance of experiencing shame within their social groups. This leads to the belief that participants who possess such materialistic characteristics may be affected by the **fear of experiencing shame** and therefore **adjust their purchasing decisions to socially acceptable decisions.**

Status

The primary data has shown that although most feel such **social norms are most vocal when younger**, many do **still see it in their social surroundings**. Moreover, some explain they have experienced such **pressure** and are well know that this pressure still exists amongst the contemporary society. This leads to the belief that to a certain extent; individuals alter their purchasing behavior to **conform to others**. They tend to **seek confirmation** from others on certain purchases. This then influences their future purchases when they feel they are not conforming to the same social standards as their peers.

Social norms

Individuals wishing to show a level of status want to **stand above the group**. They use what they possess to **signal a certain level of welfare** which is in its turn is associated with attaining their level status. This wish is a result of a certain **insecurity** that what one owns or how one acts, does not **surpass those of their peers**. Status enhancement is related to the fear of others not seeing one's self at a certain level within their social surroundings and this may provoke a fear of experiencing loss of face. In order to shift away from such a shameful experience, this affects how and what they purchase.

Quotes from Interviews

Materialism

"I have to be able to deal with it. But I do think it is difficult because, like now, everything is closed. Then I notice that it bothers me that if I want something, I can't have it right away" (Interview 2.6, 2021).

"And then I always kind of think those three times I fly in a year. Of course, that is very bad for the environment, but at the same time, there are businessmen who fly that far every day. But yes, that is very selfish but yes I think it is not worth it." (Interview 2.4, 2021).

Status

"Yes, well what I do have is that I want of course I have at least as good a product as the neighbour. Well, my neighbour is not so important to me because I don't talk to him often, but I do talk to friends. Yes, that's just more of a joke. Of course, you have to feel comfortable with it. But yes, I often have that feeling if I like it myself, and it happens to be nicer than your friends thats great. But I think it's human." (Interview 2.3, 2021).

"The one I have now, I can't really show off with (referring to a car), to say the least. But then with the next one, it would be nice if it is nicer than the one my friend has" (Interview 4, 2021).

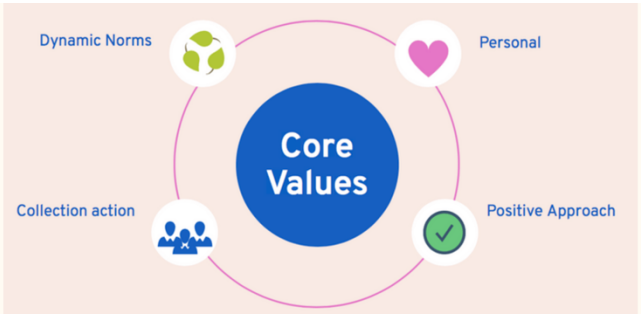
Social norms

"First of all, I have to like it myself, but I also think it's important that other people like it. Yes, I think that's important too.... Yes, definitely, definitely, and even though I like it so much, if others don't like it, I'm less likely to buy it. Then I think, never mind." (Interview 2.3).

"Yes, it is. For example, in high school, it was really a thing with me to have one of those Louis Vuitton speedy bags. ... But everyone at my school had to and would have a bag like that or else you didn't belong" (Interview 3.4, 2021)."

"I can imagine that if you do have that and so if you make those comparisons that you would like to buy certain those things if you can.... That if you have the old version that then you think shit, I must have the new one (referring to an iPhone)" (Interview 2.4, 2021).

The PACD frame work



Personal

As many environmental issues sometimes feel far from oneself, marketeers should place emphasis on ensuring one can relate to the environmental issue, making it feel close to home.

Positive Approach

Positive focused marketing may increase the chance of altering current behaviors. Research has shown people feel a certain insecurity when deviating from the norm. The focus on the positive impact one can achieve may demonize this insecurity and enhance the feeling that one can follow their own judgement

Collective Actoin

When wishing to initiate change, this needs to be done collectively. Stimulating a group shared belief will motivate others to follow. And, as research has shown, some are hesitant to stray from what they perceive to be the group standard. Encouraging a collective action, may encourage one to follow.

Dynamic Norms

Showcasing what future norms may be (the dynamic norms) and their importance may be a large stimulant to alter current behaviors to one more sustainable. Moreover, it sets a standard for others to ensure a sustainable future.

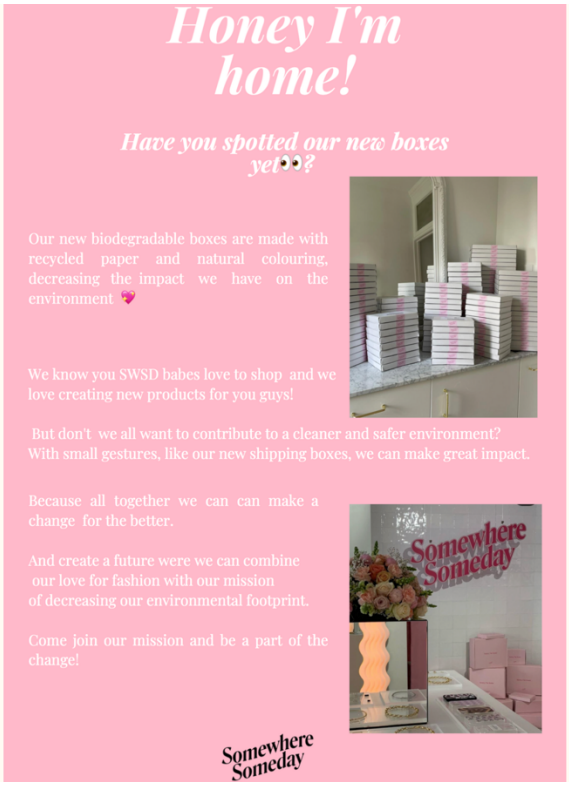
Marketing implications

The model can help shift consumers attitude towards an attitude more sustainable.

Although Somewhere Someday is a commercial and sales oriented company, the PACD framework may still be of great use.

By implementing the four PACD pillars in new marketing campaigns, you can stimulate you consumers to become more aware of sustainability.

By then showcasing which actions you are taking in order to increase your Corporate Social Responsibility, you can become a front runner in sustainability when compared to your competition.



12. Proposal feedback and evaluation form

LYCar Proposal Grading Rubric
v.1.1 (Version LYCar 2020; 25 November, 2020)

Student Name:	Marijn Baljet	LYCar Coach:	Mr. F.B.J. Schermer
Student Number:	671659	Primary PLO:	1
Date Submitted:	7-2-2020	Secondary PLO(s):	2 & 7

Note: All boxes with red border to be filled by student

Preconditions (required for assessment)	***Yes***	***No***	***Comments***
Checks content and completeness			
Executive Summary is present, concise, can be read independently, contains information about process and content, focuses on results and outcomes	✔		
LYCar Proposal meets formal reporting criteria (according to e.g., LYCar Reading & Writing Guide)			
LYCar Proposal is written in English and is professional, including common basic components such as Intro, ToC, Conclusion etc.- see Reading & Writing Guide	✔		
LYCar Proposal is max. **5.000 words** (counting after Table of Content, incl. text in tables) - visual proof of wordcount is included in Appendices.	✔		
Harvard Referencing Style is used consistently, referencing to primary sources only, List of References is well presented	✔		
Check (technical) formalities and submissions			
Ephorus upload	✔		Turnitin Check OK.
LYCar Proposal incl. Appendices are uploaded in Osiris	✔		
Ethics and data management			
Ethical, integrity and data management requirements	✔		
Entitled to assessment? (All yes above required):	✔		

DD1: The student has demonstrated knowledge and understanding in a field of study that builds upon their general secondary education, and is typically at a level that is supported by advanced textbooks

	Excellent	Pass	No Go
1.1 Use of literature and knowledge of the field	Student uses in-depth literature and knowledge of the field throughout the report. The report contains no mistakes and factual incorrectness.	Student uses in most cases literature and knowledge of the field in the report. The report contains some mistakes and factual incorrectness in a limited part of the report.	No sufficient or correct use of literature and knowledge of the field in the report. The report contains mistakes and factual incorrectness.
1.2 Intellectual depth and abstract thinking	Student takes all significant factors into account and looks from different perspectives, sees patterns, relates situations to concepts in order to solve larger problems. The reports show excellent thinking capacity of the student. New unique insights presented in the topic and depth of understanding displayed. Excellent linking between the elements and the underlying issues within the case situation.	Student takes different perspectives into account. The report shows intellectual depth (taking into account all significant factors and looking from different perspectives) in most parts of the report. Some patterns are clear. Some links have been made.	The report lacks intellectual depth (superficial and merely descriptive) in some parts of the report. Patterns are not sufficiently made clear.

Student Feedback:	Excellent ◉ Pass ○ Not Yet ○	Excellent Wide variety of reliable and valid sources. In depth analysis on the topic and shows full understanding of the themes and explains them. Clear link between MRQ and RQ based on literature.
Assessor Feedback:	Excellent ◉ Pass ○ Not Yet ○	A clear approach and relevant sources used. The MRQ is clear and inline with the goal of the commsioner. The RQs could be difficult to work out by the interviews because Materialism, Social Norms and Status are interrelated and overlap.

DD2: The student can apply their knowledge and understanding in a manner that indicates a professional approach to their work or vocation, and has competences typically demonstrated through devising and sustaining feedback and solving problems within their field of study

	Excellent	Pass	No Go
2.1 Application of theories/models to situations at hand	Student uses a range of theories/models appropriate to the problems in the case skilfully and able to add their own unique perspective and insight. They own the model(s).	Student mentions a range of theories/models appropriate to the problems in the case and applying some of them in the correct way.	Mentioning models and theories but not using them in a correct way.
2.2 Possible impact and meaning of own work - dissemination of research	Student plans evaluation of impact and meaning of own work in relation to business and industry with sound underpinning. Identification of all stakeholders and acts of dissemination. Plan on how to effectively disseminate knowledge through different channels fitted for a variety of audiences is also presented.	Student formulates criteria for evaluation. Student describes possible impact and meaning of own work. Identification of stakeholders and planning of dissemination through at least one valuable channel with an audience is presented.	Student fails to describe criteria how to evaluate impact. No identification of stakeholders or realistic plan on dissemination of knowledge through at least one valuable channel with an audience.

Student Feedback:	Excellent ◉ Pass ○ Not Yet ○	Excellent 2.1 PICOC model is used for literature. Research method , data collection and sampling all underpinned with research and theory. Pass 2.2 Most valuable stakeholders identified and explained, Delivery and the effect for stakeholders are also explained.
Assessor Feedback:	Excellent ○ Pass ○ Not Yet ○	The report is build upon well chosen literature and key-concepts, but there is no discussion why and how she chose the PICOC model and why these key concepts are chosen. The research is clear is its set up looks fine. I miss who will be the experts/stake holders who will be interviewed, but I guess that will be clear later in the process.

DD3: the student has the ability to devise data gathering events, gather and interpret relevant data (usually within their field of study) to inform judgements that include reflection on relevant social, scientific or ethical issues

	Excellent	Pass	No Go
3.1 The Design Based Research Process	Student sets the research process up in a systematic and well organised way. Student makes sense of a problem mess, analyses a (complex) problem and formulates feasible solutions by using a design-based research approach. Logical flow from Problem definition to Analysis to Solutions Design/methods are well chosen and motivated,	Student analyses the problem, and formulates possible solutions underpinned by literature using a design-based research approach. Methods motivated and mostly logically chosen	Insufficient problem analysis and methodology, research cycle not used.
3.2 Analysis and evaluation of data	Student plans analysis and evaluation of data/information well using appropriate (digital) tools and makes data-driven decisions. All statements are underpinned with facts and figures and/or referencing. The appropriate tools are used in all steps. Analysis is sufficiently complex with use of information from more than 2 different dimensions (practioners, scientific literature, the organization and stakeholders).	Student plans analysis and evaluation of solutions clearly, with some flaws or unclarities. Some statements are underpinned with facts and figures and/or referencing, some lacking underpinning. Analysis is sufficiently complex using data from at least one dimension and sufficiently backed up with literature.	Plan of analysis and evaluation of solutions is not clear. Statements are mostly not underpinned with facts and figures and/or referencing; some are contradicting. No tools are used. Lacking or no analysis and not backed up with literature.

Student Feedback:	Excellent ○ Pass ○ Not Yet ○	Excellent. 3.1 All steps of the DBR cycle have been touched upon - problem is clearly defined and funneled down into a clear MRQ - Made use of PICOC model. Data has been sufficiently collected and preliminary solutions have been presented. Preliminary action plan and evaluation have also been elaborated on and underpinned with sources. Excellent
Assessor Feedback:	Excellent ○ Pass ◉ Not Yet ○	The DBR cylce is used well in te setup. It is not easy to make such an abstract concept like shame into a practical research plan, so well done. Data analysis is in a preliminary phase. The choice of the middle class individual group to sample from could lead to less richness of the data and results and maybe foreseen conclusions. If this is the target group to influence behaviour in the solution phase (kind of HtH audience) future this is a validated choice.

DD4: the student can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

	Excellent	Pass	No Go
4.1 Communication to audience making use of professional (business) English	Student divides information effectively in paragraphs/chapters. No noticeable errors in English usage and mechanics. Use of language enhances the argument and avoids abbreviations. Sentence structures are well varied, and voice and tone are highly suitable for the specific audience/s. Style and content complement each other into an appealing, high quality story. Highly skilful organisational strategy. The logical sequence of ideas increases the effectiveness of the argument and transitions between paragraphs strengthen the relationship between ideas. Sub-headings are employed effectively and the links between different sections are reinforced through linking expressions. Shows attention to detail in all parts of the report.	Student divides information in paragraphs/chapters. Errors in English usage and mechanics are present, but they rarely impede understanding. Use of language supports the argument. Sentence structures are varied, and voice and tone are generally appropriate for the intended audience/s. Generally, a clear organisational strategy. The sequence of ideas in most cases supports the argument and transitions between paragraphs clarify the relationship between ideas. The report is mainly comprehensively written and lacks some attention to detail in some parts of the report.	Distracting errors in English usage are present and they impede understanding. Use of language is basic, only somewhat clear and does not support the argument. Word choice is general and imprecise. Voice and tone are not always appropriate for the intended audience/s. Basic organisational strategy, with most ideas logically grouped. Transitions between paragraphs sometimes clarify the relationship among ideas. The report is not comprehensively written and lacks attention to detail in most parts of the report.

Student Feedback:	Excellent ○ Pass ○ Not Yet ○	Excellent 4.1 All of the above has been followed to ensure excellent use of English. Specific terminology has been used but with explanation, mostly with the psychological terms. Therefore the report is readable for all audiences. Grammar and spelling have been checked thoroughly.
Assessor Feedback:	Excellent ○ Pass ◉ Not Yet ○	In this peace of work she shows these abilities. The text is concise and well written. In the Solution phase i expect her to present her findings in a professional way.

DD5: the student has developed those learning skills necessary to continue to undertake further study with a high degree of autonomy

	Excellent	Pass	No Go
5.1 Plan on IQ development in PLO: Reflection on product(s)	Student has clear plans on what will be delivered and uses different relevant theory to underpin own work and reflect on it.	Student has a plan on what will be delivered and uses theory to underpin planned own work and reflect on it.	No clear deliverables mentioned and almost no theory to underpin own work and reflection.
5.2 Plan on AQ & EQ Self development	Student devises excellent ability to critically reflect on own developmental goals and demonstrates real growth mindset for life-long learning. Student proposes a demonstration of being able to self-direct, taking initiative in unpredictable situations. Student shows different metrics that can demonstrate development in terms of their EQ/AQ.	Student shows developmental goals and demonstrates growth mindset. There is a plan on how to reflect on values, attitudes and behaviour. Starting levels and desired end levels are described and measurements are provided.	Developmental goals are not concrete, there is no demonstration of growth mindset. Plan on how to reflect is vague and does not give enough substantiation to show growth.
5.3 Plan on EQ Social development	Student provides a plan on how to construct a multitude of proof that shows development as an Intercultural Hospitality Leader. Excellent ability to contribute to the global society/local community as a responsible citizen. Excellent analysis of diversity of people the student will deal with. Possible effective collaboration with all stakeholders in different cultural settings. Hospitality is key to the project or work the student does.	Student provides a plan on how to prove development as an Intercultural Hospitality Leader. Plan on how to contribute to the global society/local community as a responsible citizen. Proposing ideas on how to collaborate with different stakeholders in different cultural settings. Hospitality is a differentiator in the students' project or work.	No clear plan on development as an Intercultural Hospitality Leader. Plan on how to contribute to global society/local community is missing. Ideas proposed on collaboration or hospitality are not sufficient.

Student Feedback:

Excellent ○
Pass ○
Not Yet ○

Pass
5.1 Plan for IQ has been delivered linked to the PLO's with clear examples of what will be delivered. to showcase growth in IQ.
Pass
5.2 Development goals have been stated + reflection. Explained is where I am now and why I want to develop in this area. Theory has been used to underpin i.e. Birkman.

Assessor Feedback:

Excellent ○
Pass ○
Not Yet ○

A fine self-reflection discussion of her social development, open and honest. In the process of completing this report she needed some steering, but always took the iniatiative for guidance . So she is aware of her strengths and weaknesses and working on those.

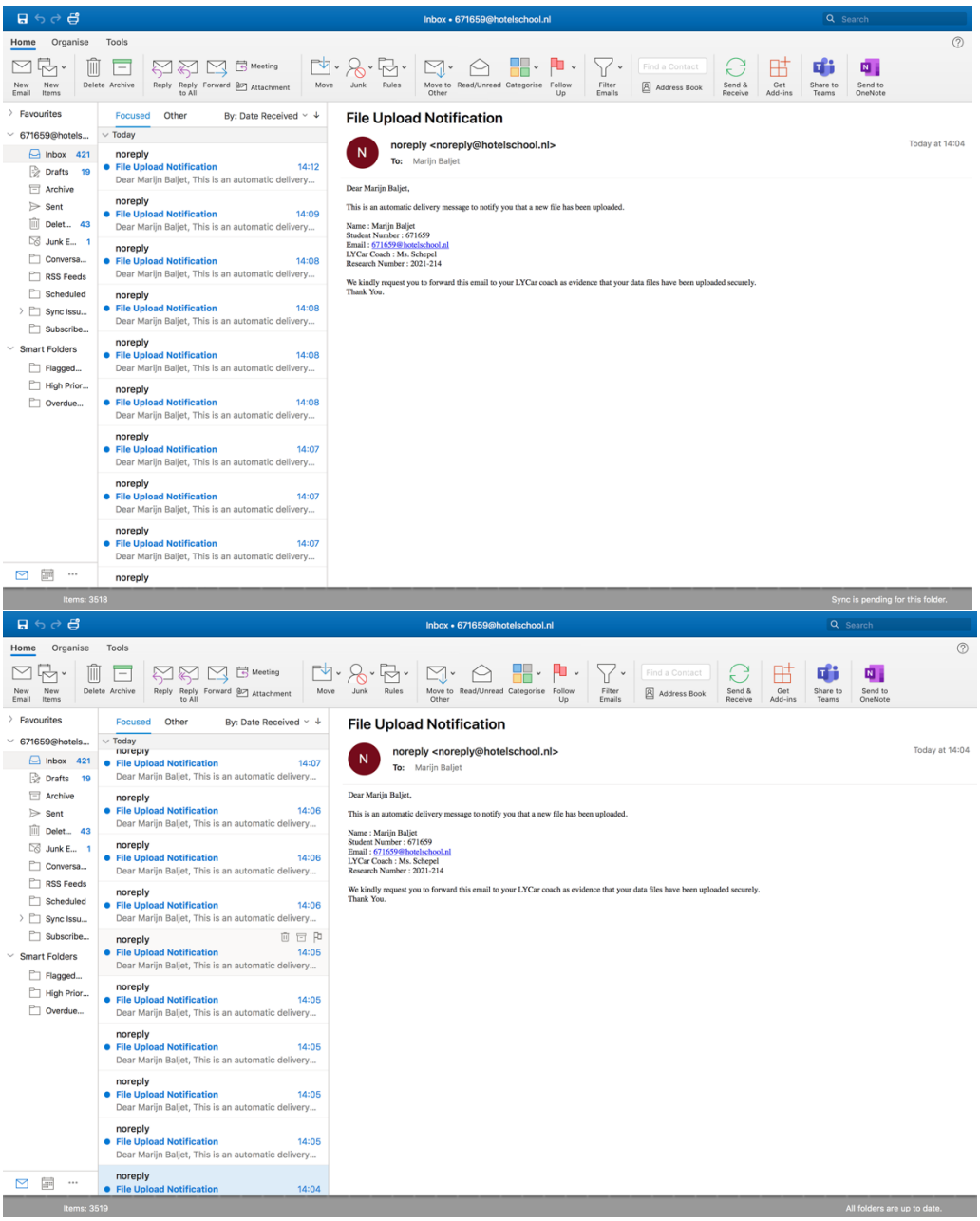
Overall Assessor Feedback

It is good report and lay out for completing her Lycar. Still some work to be done but I am confident she will do this in a good way. The internship is more or less in a world of glamour and if she succeeds to bring in the sustainability element in this company she can be very proud. For my judgement I certainly want to give a go and some elements are close to excellent, but I thinks she is able to reach this in the following assignments.

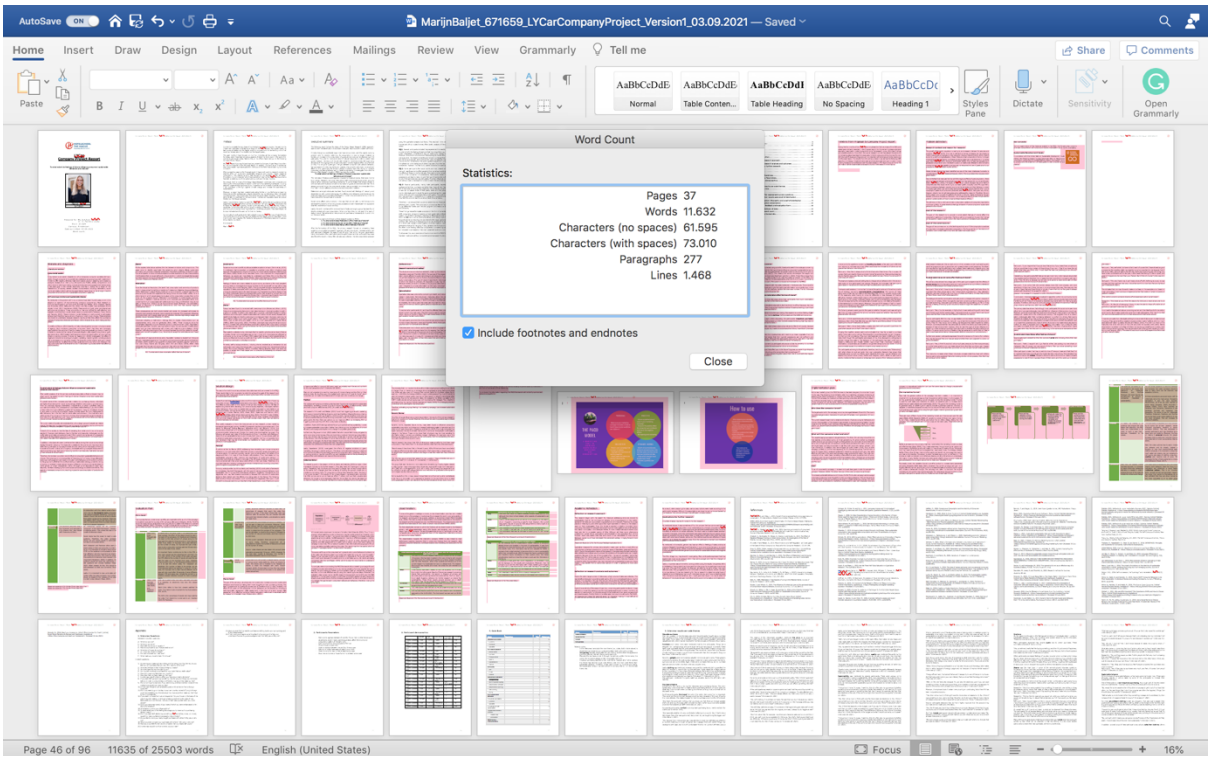
LYCar Proposal Outcome

Excellent	○	All qualitative criteria awarded a "Pass" and at least two qualitative criteria awarded a "Excellent"
Pass	◉	All qualitative criteria awarded a "Pass". "P" registered in Osiris. Student can continue with LYCar execution.
No Go	○	One or more qualitative criteria graded as "Not Yet". "F" registered in Osiris. Student re-writes LYCar Proposal with incorporated feedback.
Pre-Condition NY	○	Pre-conditions not met. Student resubmits LYCar Proposal. No grade or feedback provided to the student.

13. Proof of delivery of data



14. Proof of word count



Visual PACD model p. 33-34 = 211 words
Marketing funnel visual p. 36 = 9 words
Marketing funnel explanation p. 37 = 69 words
Visual Oli concerning B&A Assessment p. 42 = 13 words
11.632+ 211 + 9 + 69 + 13 = **11.934**

15. Interview transcripts including coding

DeepL
Subscribe to DeepL Pro to edit this document.
Visit www.DeepL.com/Pro for more information.

Speaker 1: What drives you to do this and so forth and a few introductory questions. That's where I start with a little bit about where you live and where you work.

00:00:09
Speaker 2.1: Hmm.

00:00:10
Speaker 1: Do you mind if I record the conversation so I can listen back to it later.

00:00:14
Speaker 2.1: Yes no problem.

00:00:18
Speaker 1: Nice, then I'll start with where do you live?

00:00:23
Speaker 2.1: I live in Udenhoud, a small village close to Tilburg.

00:00:27
Speaker 1: Oh yes, yes and did you live in a house or in an apartment there?

00:00:31
Speaker 2.1: Yes, in a family home with the family.

00:00:36
Speaker 1: Yes, with the family, how many do you consist of?

00:00:39
Speaker 2.1: Four in totaam my wife yes friend and two times children.

00:00:48
Speaker 1: How long have you been living there?

00:00:49
Speaker 2.1: Almost 3 years.

00:00:54
Speaker 1: Okay and is there a specific reason that you moved there?

00:00:59
Speaker 2.1: I grew up and studied in Udenhout. We wanted to go to village because we lived in Tilburg before that.

00:01:08
Speaker 1: You guys wanted a little more space, a little less sitting in the center of it.

00:01:12
Speaker 2.1: Yes, exactly.

00:01:13
Speaker 1: Yes, and what kind of work do you do?

00:01:17
Speaker 2.1: I am a representative in the shoe business. I sell men's shoes to customers and Belgium France mainly. And then private label part so in Netherlands customer like de Sachsa, Manfield.

Coding Density

Speaker 2.1

Purchsing factors
Product price
Social norms
Impusilve purchasing
Non sustainable behaviour
clothing
Sustainability Behaviour
Materialism
Non materialistic characteristics
comfort
Emotions
sustainability
Joy
Sell clothing
Second hand furniture
trends
Status
quality
dislikes second hand clothing
conveniece over sustainble
Brand name
Clothing
valuebale purchases
Pride

00:01:39
Speaker 1: Okay, is there still a little bit of pressure right now because of all the stuff or it's not too bad?

00:01:49
Speaker 2.1: There is still plenty to do, but I have little to do with the Dutch market, I am cleaning up in the meantime. Dutch market is quiet of course. So yes Belgium and France seems to be going ahead now although France is going to close the stores again in all likelihood.

00:02:09
Speaker 1: Okay.

00:02:10
Speaker 2.1: It's not what we want. But there's plenty to do.

00:02:13
Speaker 1: Okay, happy and he regarding vacations, how many times do you think you go on vacation per year just the past corona year not anymore.

00:02:23
Speaker 2.1: One time.

00:02:24
Speaker 1: One time yes.

00:02:25
Speaker 2.1: And I normally have vacation twice a year. Do I take vacation with the kest period and a week or two weeks in the summer.

00:02:35
Speaker 1: Yes, and where do you usually go on vacation?

00:02:42
Speaker 2.1: That varies a lot. But I have to say we have been for a while, no real trips because we had little desire to get on a plane with small children.

00:02:49
Speaker 1: Yes, I get that.

00:02:50
Speaker 2.1: They have been to a family park in Germany. And last summer in near Loodsrechtse plassen in a house. I don't have a set requirement, if the weather is nice in the Netherlands I think it's fine.

00:03:09
Speaker 1: And then I assume, then you're just going to take that one by car.

00:03:14
Speaker 2.1: Indeed, I have yes what I say little desire to get on a plane with small children. I choose the convenience of the car indeed.

00:03:23
Speaker 1: Yes, and before that before you had children, did you have airplane travel?

00:03:31
Speaker 2.1: Vary actually. I've noog done backpacking trips or anything like that more sun vacations to Spain Turkey, that standard kind of trips honestly to call it that.

00:03:45
Speaker 1: Yes, and did they go by car or also by plane?

00:03:49
Speaker 2.1: No, that a plane does.

00:03:52
Speaker 1: Okay.

00:03:52
Speaker 2.1: Of course, with two of them, it was a lot easier.

00:03:54
Speaker 1: Yes, I understand, then convenience is better though. Okay, and in terms of purchases like clothing, furnishings, gadgets so basically anything but food. Do you then have that most of the time you feel like you can buy whatever you want.

00:04:18
Speaker 2.1: No not that. Although if I want it then I'll buy it but I usually feel like maybe it's better not to

00:04:25
Speaker 1: Okay. And then what plays into it.

00:04:26
Speaker 2.1: Yes the finances anyway and I'm pretty impulsive so I have to think a little bit longer these days, whether I really need it.

00:04:38
Speaker 1: Got it.

00:04:40
Speaker 2.1: So yeah not that I think of I need it, a week later, I don't anyway, I've changed a little bit in that since the kids have been around, because they need clothes and all kinds of things too. So yeah.

00:04:53
Speaker 1: And then what are the, or what were the things that impulsively bought?

00:04:57
Speaker 2.1: Clothes mostly, I don't have that much with gadgets. I'm pretty a-technical myself, so I don't necessarily need the latest Iphone.

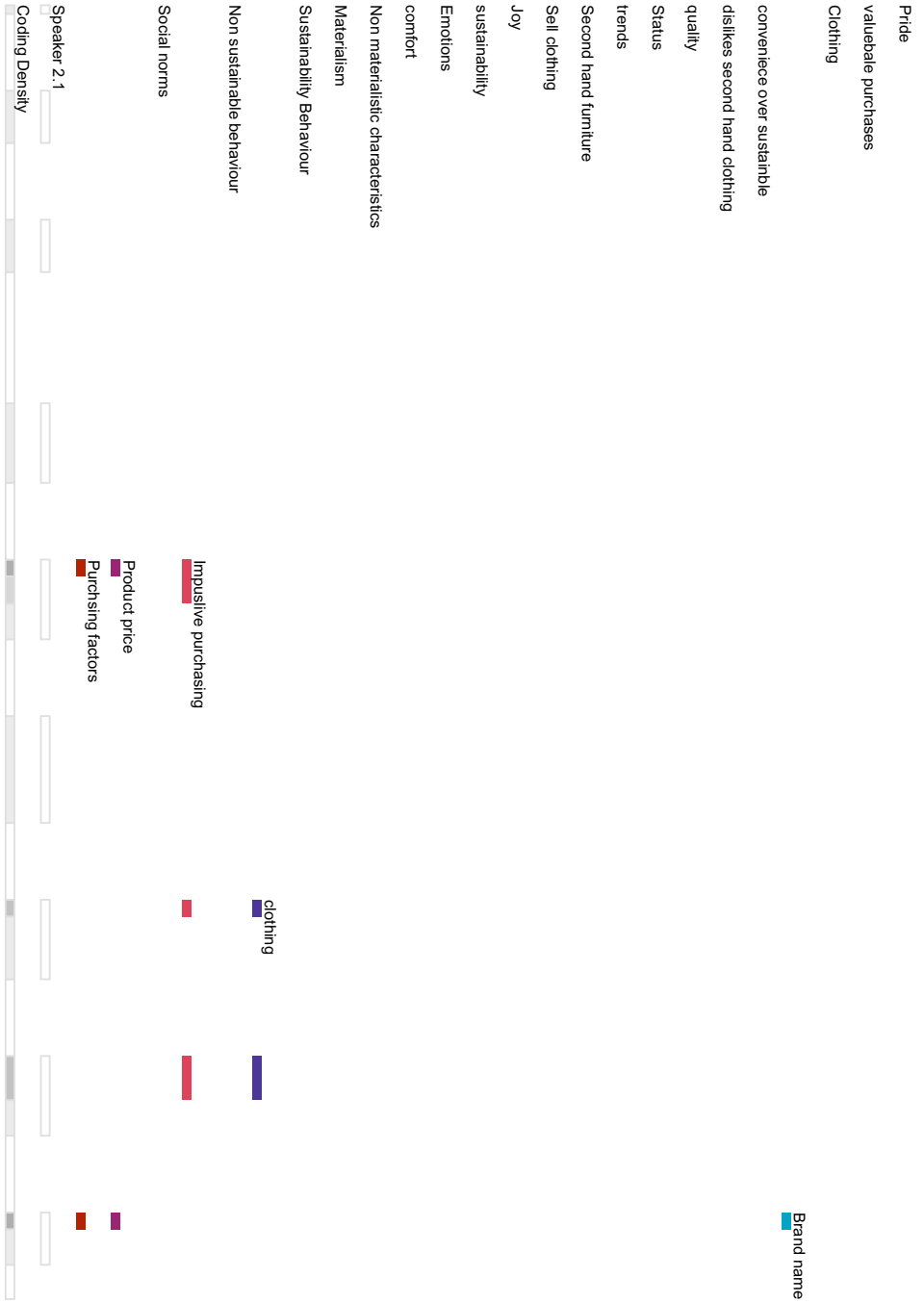
00:05:08
Speaker 1: No.

00:05:09
Speaker 2.1: Or something like that. It's often clothing, I do want to look presentable. Especially when I go to clients. That's where most of the money goes.

00:05:21
Speaker 1: And what do you look for when you buy clothes, what factors are important.

00:05:29
Speaker 2.1: Yes, brand does play a role for me but I also pay attention to the price.

00:05:38
Speaker 1: Mmm.



00:05:39
Speaker 2.1: And I'm not very ee fashion guru that I want to have the latest fashion. It's an important thing for me that I still like it in two months, so to speak.

00:05:53
Speaker 1: That's what lasts longer.

00:05:55
Speaker 2.1: Yes, indeed.

00:05:56
Speaker 1: Yes, and can you tell me about a purchase that you made, doesn't necessarily have to be recent. It also doesn't necessarily have to be something expensive, but something that you value very much. Or what you value, can really be anything.

00:06:18
Speaker 2.1: I have a kind of coat tic and I recently bought a coat that I do wear a lot. So that actually makes all those other coats a bit superfluous. It wasn't an expensive coat at all by the way but I just like it.

00:06:33
Speaker 1: Just very beautiful. And when you bought that what was, say the emotion? Or what did you feel about it, when you bought that yes.

00:06:44
Speaker 2.1: Especially the fact that I thought in my head that I must have such a,. That's often the problem.

00:06:53
Speaker 1: Yes.

00:06:55
Speaker 2.1: I now have a rule for myself that I have to think about this for a weerk.

00:07:00
Speaker 1: Well rules made for yourself.

00:07:02
Speaker 2.1: Yes, exactly.

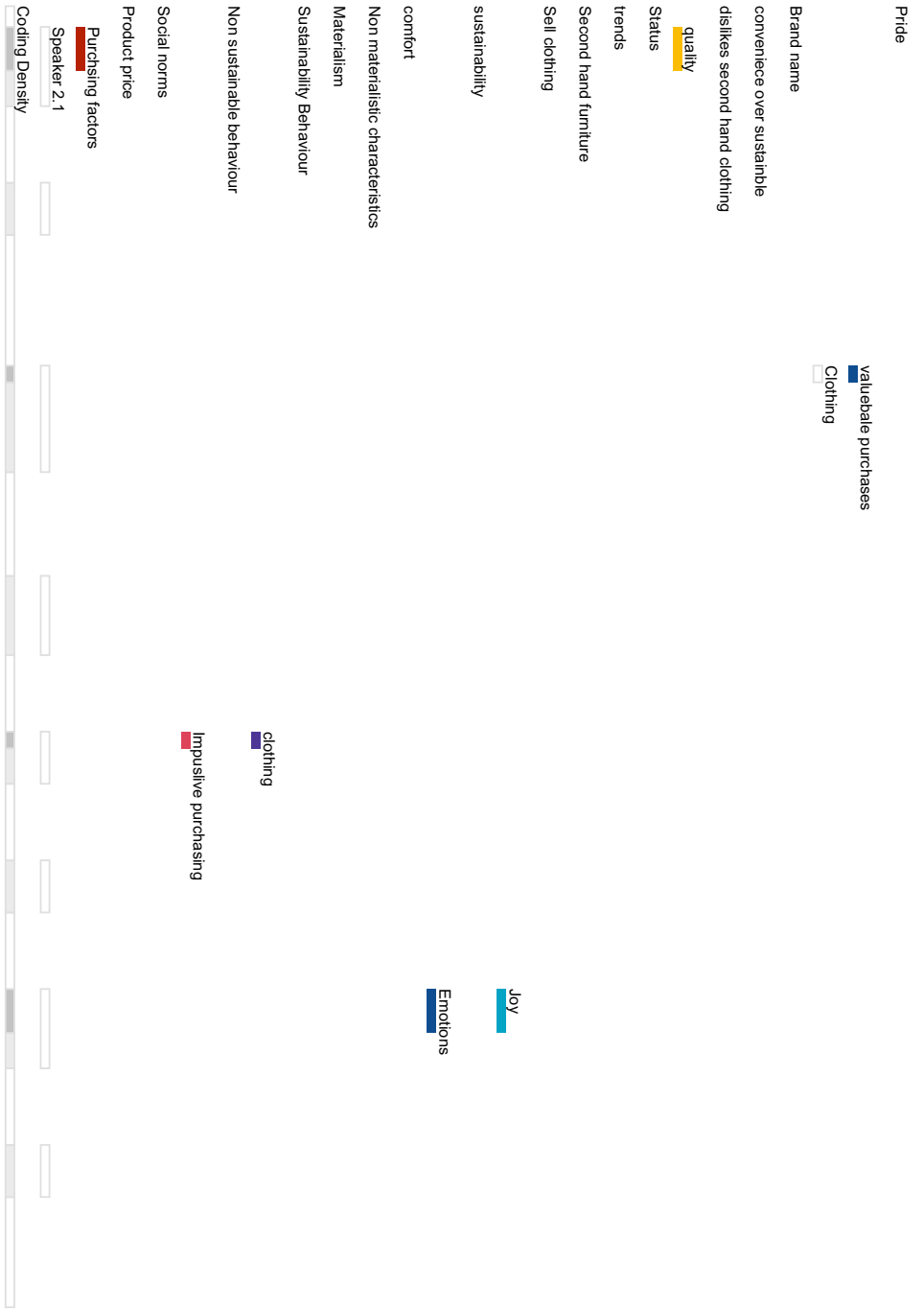
00:07:04
Speaker 1: But that coat are you still happy with that now?

00:07:09
Speaker 2.1: Yes definitely. I bought it at the end of last winter, so then I started wearing it this winter, and that yes I am happy with it for sure.

00:07:16
Speaker 1: Yes, well fortunately, but.

00:07:18
Speaker 2.1: Yes.

00:07:19
Speaker 1: And imagine in the future would der, a situations occur where actually everyone or where it's more normal to really start consuming less all together. And you wouldn't be able to buy the coat then. Or that would be in that in that situation not possible.How would you feel then? Or would that embarrass you?



00:07:41
Speaker 2.1: Yes, no, because it's yes, is not important to me too. Like it but it's not the most important thing. Yes, being, then it would be what it is and then I try to change it. But yes, it's not different.

00:07:59
Speaker 1: No, and going further with clothing you also sometimes buy second hand clothing

00:08:05
Speaker 2.1: No actually.

00:08:09
Speaker 1: Is there a reason for that?

00:08:13
Speaker 2.1: Um naja yes I think. If I were to get something from someone for example that I know, I would wear it it.

00:08:25
Speaker 1: Yes.

00:08:25
Speaker 2.1: If I had to buy something from a stranger, no that's not for me.

00:08:30
Speaker 1: No, and why is that not for you you think.

00:08:34
Speaker 2.1: No I really don't know.

00:08:38
Speaker 1: That's just the way it is.

00:08:39
Speaker 2.1: I wouldn't be able to name it I wouldn't be so quick to do that.

00:08:43
Speaker 1: No.

00:08:44
Speaker 1: And do you sell like your own clothes.

00:08:48
Speaker 2.1: Yes, I sold some Nike shoes recently in the first lockdown in the Netherlands, order. I still had those so I sold about 10 / 15.

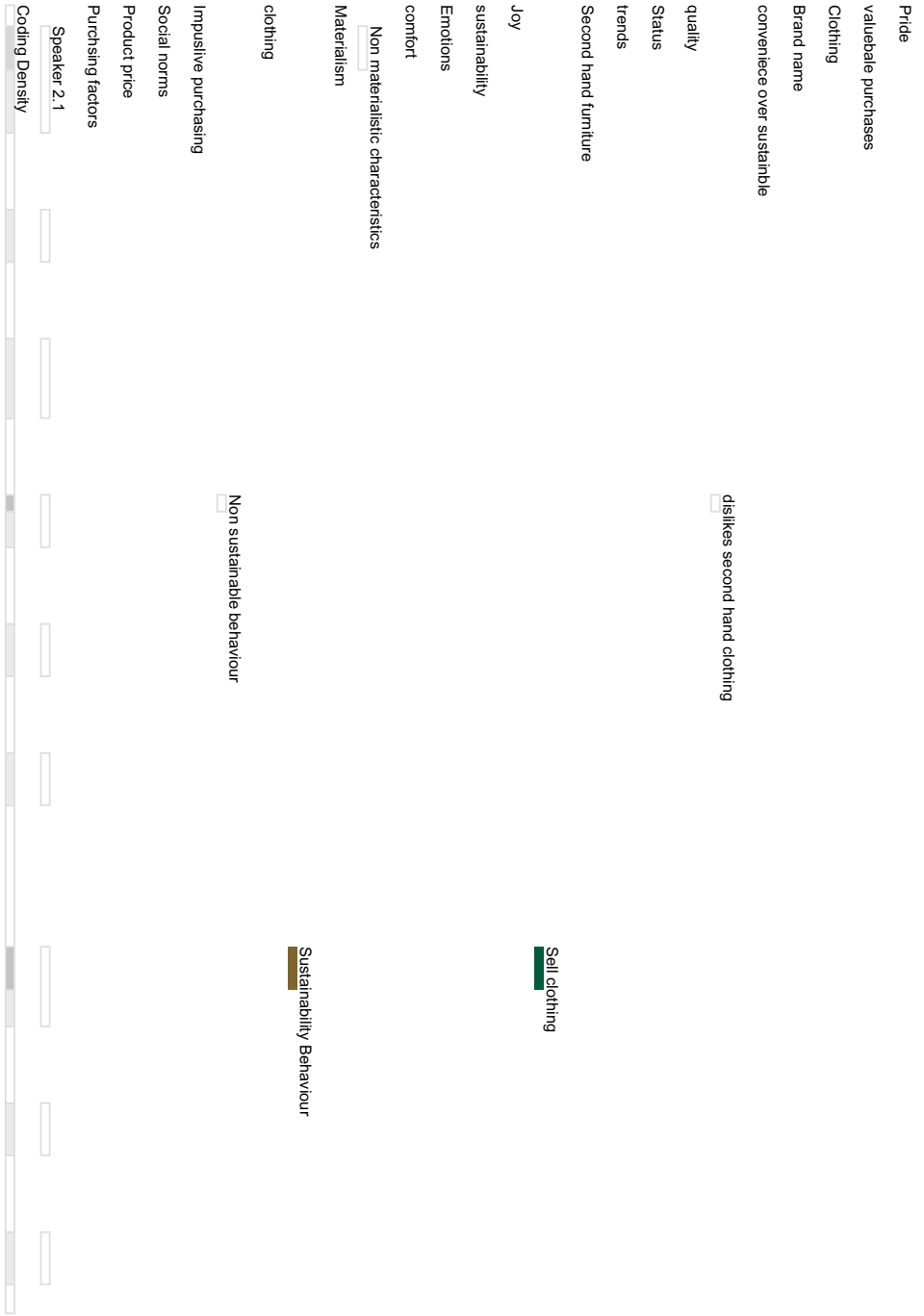
00:09:04
Speaker 1: Yes.

00:09:06
Speaker 2.1: Yes.

00:09:07
Speaker 1: That that's what you're open to then.

00:09:09
Speaker 2.1: Yes, yes definitely.

00:09:13
Speaker 1: And in terms of furniture, do you ever buy second-hand furniture?



00:09:21
Speaker 2.1: Yeah, I'm not going to look for that. Wouldn't mind that. But I'm not into buying furniture anyway.

00:09:28
Speaker 1: Okay.

00:09:31
Speaker 2.1: We bought a sofa set the other day then I won't buy a used sofa set.

00:09:35
Speaker 1: No.

00:09:35
Speaker 2.1: A table, something you can take off more easily and then I would do that yes.

00:09:41
Speaker 1: Yeah, and you say you guys just bought a couch, what do you look for when you buy a couch?

00:09:48
Speaker 2.1: And especially whether it's very comfortable. Yes, it had to be a little bigger the oudr was quite small, fairly small. So we bought a slightly bigger one.

00:10:02
Speaker 1: And suppose you were going to buy a new sofa and instead of looking at how fashionable it is, yes how comfortable it is, then of course it's still important, but also so looking at how, is this using recycled material, where do the fabrics come from and also with equipment whether something is energy efficient, and then so less about how fashionable it is. So how would you feel about that?

00:10:29
Speaker 2.1: Then I could too but I do think, and I notice our, with my customers too. They want as ecologically sound, as much ecologically sound stuff as possible except if they have to pay for it, so I think the prices are still important.

00:10:54
Speaker 1: Yeah, so I get that, you would have a little something in between.

00:10:59
Speaker 2.1: Yeah, well like like energy efficient washing machines. Which is maybe just a little bit more expensive, then I would probably go for but that also has to do with the fact that you're probably actually saving on your energy costs then retiring yourself.

00:11:16
Speaker 1: And with a bank, or something obviously that would already not be the case, that you physically get that back.

00:11:22
Speaker 2.1: A whole not soon, but well if it is the same price and I have to make a choice, I would choose to go for the ecological one.

00:11:29
Speaker 1: Then yes. and do you feel that for example with furniture, because of course with appliances you'll see that there's an energy label. But with furniture or clothing, you feel like you have enough information about how much it costs in terms of consumption to make something like that.

00:11:49
Speaker 2.1: When orienting to a bank, I didn't see any of that.

00:11:53
Speaker 1: Would that be something that could influence your choice?

00:12:00
Speaker 2.1: Yes, again, the price that should still be interesting then. But yes it might influence my choice.

00:12:10
Speaker 1: Looked at vacations, now you do go on vacation by car and you actually indicated that you also like to vacation within the Netherlands.

00:12:17
Speaker 1: Yes.

00:12:20
Speaker 1: And in your area are there people who travel a lot and often go on vacation by plane or also people who often go by car perhaps within the Netherlands

00:12:28
Speaker 2.1: Now most, we'd like to take the plane out for a while. Yes.

00:12:33
Speaker 1: Yes.

00:12:34
Speaker 2.1: And.

00:12:36
Speaker 1: Yes.

00:12:37
Speaker 2.1: But that's just a piece of sunshine guarantee, so to speak.

00:12:41
Speaker 1: Yes, and do you ever find yourself thinking of well before you had kids and then went on vacation by plane for example, that you thought about what it was the impact on the environment, or is that something you're working on?

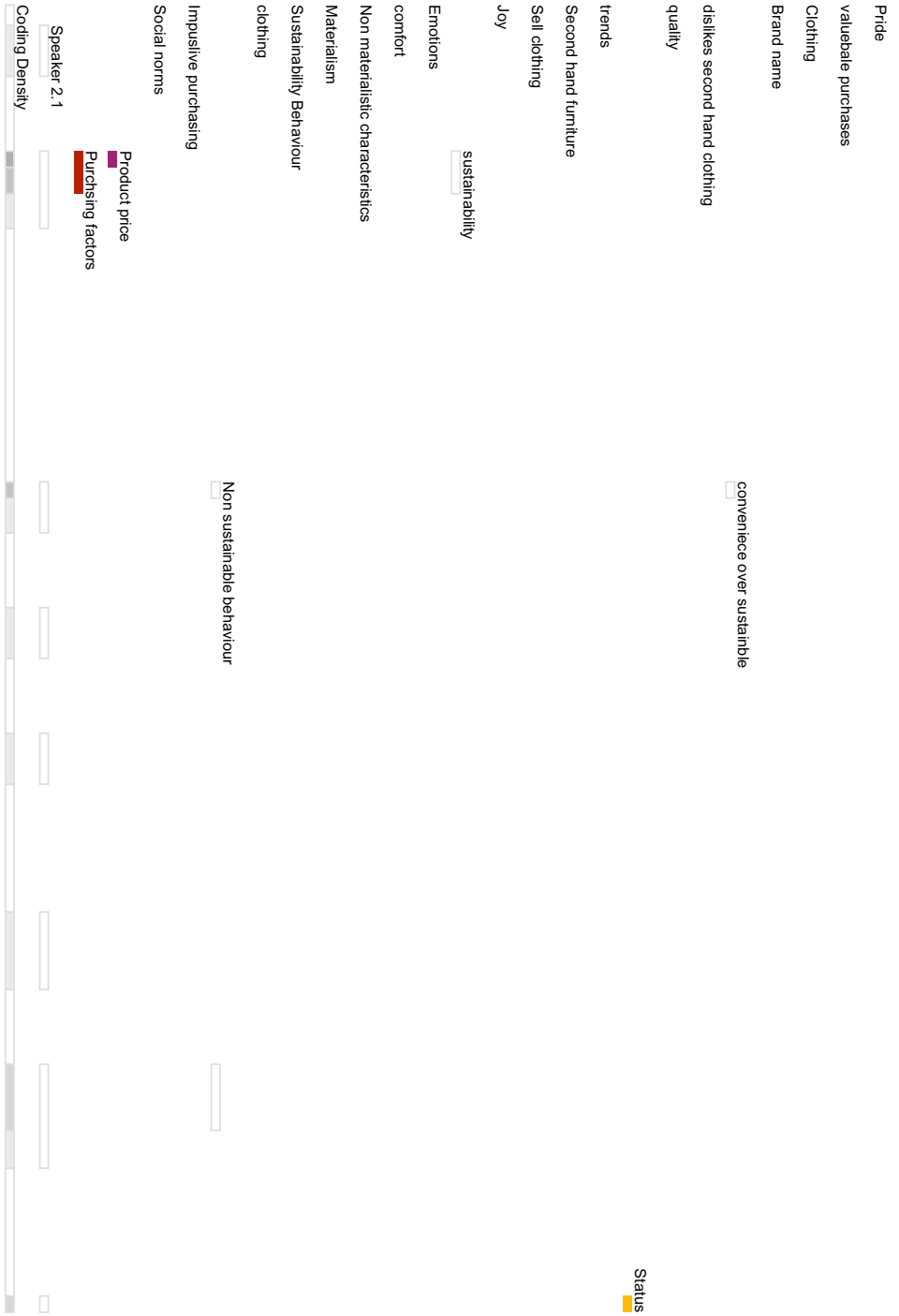
00:12:58
Speaker 2.1: No. Well, maybe more, is that now coming more, but otherwise never really been like that.

00:13:07
Speaker 1: No.

00:13:08
Speaker 2.1: Why it's becoming more I don't know? Maybe because you hear, read, see more about it. Yes, is the information is being provided more, but never thought about it. No.

00:13:20
Speaker 1: Okay all right. Do you when you buy something new, for example, is a let's take a very big for but suppose you bought a new car. Do you then like to show it to other people or talk about it with other people quickly?

00:13:41
Speaker 2.1: Yes, yes, definitely, I like that.



00:13:45
Speaker 1: Yes, yes,. What are the reasons that you think well, I would like to show this to someone or.

00:13:52
Speaker 2.1: Proud, probably so. Car of the company I like to show off.

00:13:58
Speaker 1: And I would also have you like this when you get on the new clothes, or like this that you think. Well guys, I bought a new sweater there and there.

00:14:08
Speaker 2.1: No usually it stands out I think. I don't consciously show it. I don't walk around buying it or anything no.

00:14:16
Speaker 1: No, okay, and do you ever have that when you buy something, so then by the example of the car, staying on that you like to compare that to others, to your best friend's car.

00:14:35
Speaker 2.1: No, no not. I'm very happy with mine and yes, if someone else buys a nice car then I'm happy for that person. But not that I think I would rather have had one or something like that no.

00:14:46
Speaker 1: No, okay.

00:14:47
Speaker 2.1: Whether mine is prettier or so no I haven't.

00:14:51
Speaker 1: Okay, but how would you feel if other people did that very much with their purchases at yours?

00:14:58
Speaker 2.1: Annoying trait I guess but well, if that's now yes, that's not, I'm not making that my problem then I guess.

00:15:08
Speaker 1: No.

00:15:09
Speaker 2.1: If someone wants to do that fine, yes, but it doesn't really bother me.

00:15:14
Speaker 1: No.

00:15:15
Speaker 2.1: No need for me, but with me neither.

00:15:17
Speaker 1: No, exactly so it would influence your purchases, do you think in the future then. If you realize that, that people are paying very close attention to you

00:15:25
Speaker 2.1: No, no, no.

00:15:28
Speaker 1: No, why wouldn't that affect you?

00:15:35
Speaker 2.1: Having myself in my head what I like or dislike so to speak. More from. Yes, of course you see sometimes that is nice. But no, I'm like, this is prettier or this is better quality so I have to have it. No, fortunately not.

00:15:54
Speaker 1: No, indeed, and then in itself also connects to the next question: whether you, have you ever felt the need to buy something because of your environment, so that everyone had the latest iPhone and you thought, okay, I should also have the latest Iphone.

00:16:11
Speaker 2.1: No, because I think with clothing and with fashion you are influenced by your environment anyway, So but not that I really felt the need to buy something because someone else has it.

00:16:21
Speaker 1: No, that you really kind of thought, okay, I have to have those now too, but.

00:16:27
Speaker 2.1: Well, not anymore.

00:16:29
Speaker 1: Not anymore?

00:16:32
Speaker 2.1: Look when you, when you're in high school.

00:00:00
Speaker 1: No.

00:00:01
Speaker 2.1: Doing as someone as someone, fine, yes.

00:00:06
Speaker 1: No.

00:00:07
Speaker 2.1: For me, you don't have to but for me, you don't have to.

00:00:09
Speaker 1: No, exactly so I would influence your purchases, do you think in the future then. If you realize that, that one is very much on.

00:00:17
Speaker 2.1: No, no, no.

00:00:19
Speaker 1: No, why would you I don't your influence.

00:00:27
Speaker 2.1: In have what I liked or didn't like, like, say I more from yes nice. But no, I'm like look it up. It's beautiful, a better quality I think, you, production.

00:00:46
Speaker 1: No, indeed, and then in itself also connects to the next question: or have you ever felt the need to buy something because of your environment, so that everyone had the latest iPhone and you thought, okay, I should also have the latest Ivan.

00:01:03
Speaker 2.1: No, I think with with clothes with fashion you are influenced by your environment anyway so my but not to do than really have something. Another one.

00:01:13
Speaker 1: No, that you really kind of thought. Okay, I have to have that one now too, but.

00:01:19
Speaker 2.1: Well, not anymore.

00:01:21
Speaker 1: Not anymore?

00:01:24
Speaker 2.1: Look when you, when you're in high school and you see everybody with a mobile phone, you want der yourself. I'm also probably a little bit older than you are, when I went to school then the cell phone was just for everybody, so yeah, you still want okay. But now I don't.

00:01:40
Speaker 1: No, do you ever see in you in your community that you feel like people might go along with a certain movement because it's expected?

00:01:48
Speaker 2.1: Yes, but well, especially with cousins, for example. Yeah they're a lot younger, they're more susceptible then I think.

00:02:00
Speaker 1: Yes, and why do you think that when you're older, that that's less?

00:02:06
Speaker 2.1: Then I don't know. Maybe because you form your own image more so to speak. I do hect less value wag another has now that it once was.

00:02:23
Speaker 1: Yes, so you, over time, that has changed.

00:02:27
Speaker 2.1: Yes, I think so yes.

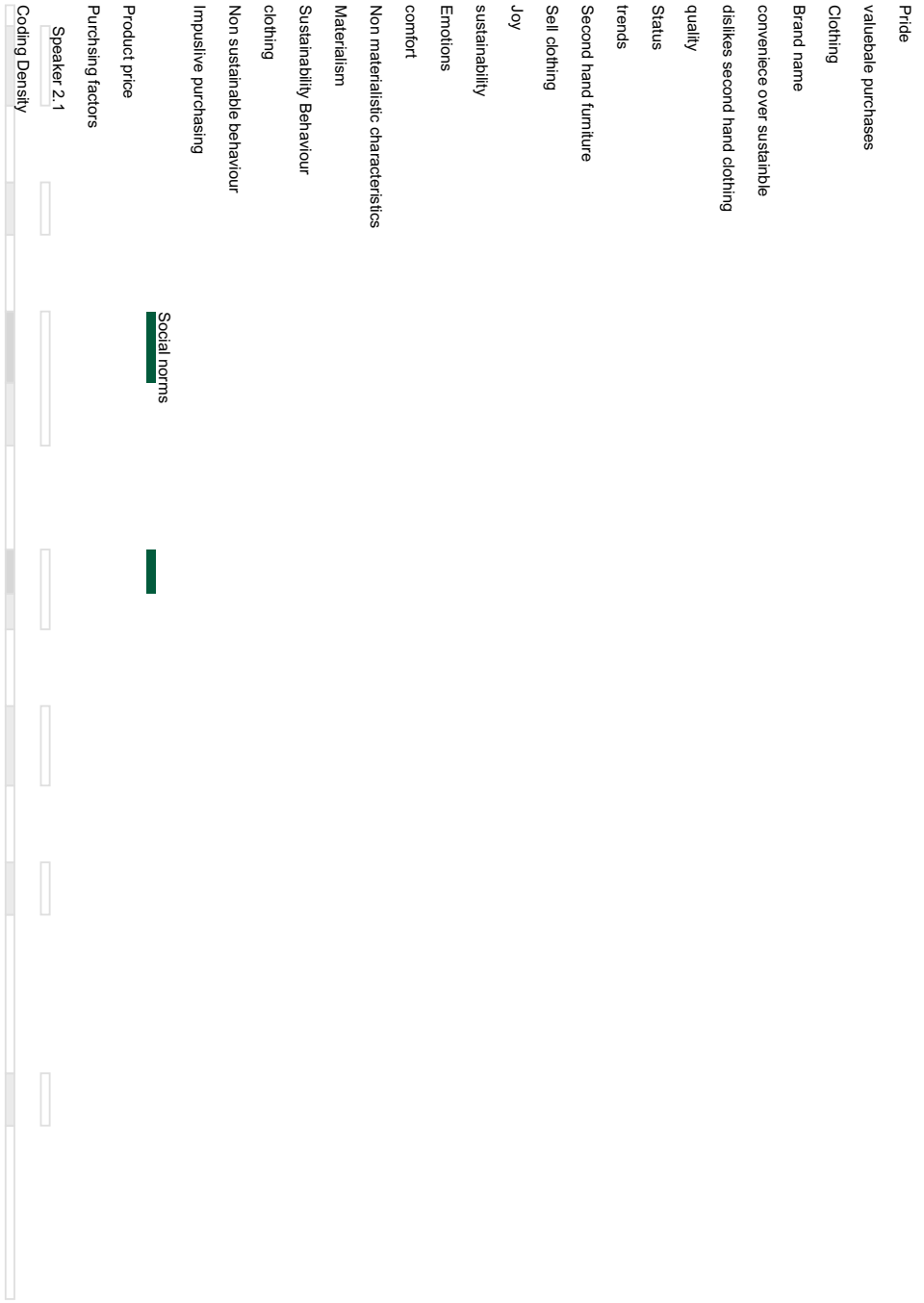
00:02:30
Speaker 1: Okay, and then the last questions we've actually discussed a little bit, because you said that you also have impulse buys from time to time, but have you ever had a time when you were really kind of embarrassed, for a purchase that you thought why did I buy this again? What nonsense, it was expensive or I already have ten of these white t shirts.

00:02:52
Speaker 2.1: Can't cite an example so very specific but it has happened yes.

00:02:55
Speaker 1: It has occurred.

00:02:56
Speaker 1: Yes yes yes.

00:02:58
Speaker 1: And at that point, what drives one to make those purchases anyway.



00:03:05

Speaker 2.1: My own thoughts that meander that I think I need it. I think I, because I like it or it will look good or something like that say, and then I have it and then I think of one more.

00:03:18

Speaker 1: Yes, exactly. And then would you bring it back?

00:03:24

Speaker 2.1: Yes.

00:03:24

Speaker 1: Yes, it does, so then you see of okay, I don't need it anyway and I'll bring it back.

00:03:29

Speaker 2.1: Yes, yes definitely.

00:03:31

Speaker 1: And when something like that happens does that also influence your next purchase decisions, that you still have that process in mind, so to speak?

00:03:39

Speaker 2.1: Yes, yes, won't say it never happens again, then that does influence your thought yes.

00:03:45

Speaker 1: Okay.

00:03:46

Speaker 2.1: Hence my seven-day rule.

00:03:49

Speaker 1: Yes, indeed a nice rule attached to it, that's convenient again.

00:03:52

Speaker 2.1: Yes, yes.

00:03:56

Speaker 1: I have actually covered all the questions.

00:03:58

Speaker 2.1: Yes well that was easy.

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Speaker 1: Do you mind if I record the conversation so I can listen back to it later.

00:00:03
Speaker 2.2: Yeah, sure.

00:00:04
Speaker 1: Top.

00:00:05
Speaker 2.2: What study is it for?

00:00:11
Speaker 1: I am doing a higher hotel school in Amsterdam.

00:00:15
Speaker 2.2: Okay, cool.

00:00:15
Speaker 1: Yes, it is now final year and yes, final part actually. After this I still have to do an internship. But yes, now actually only on thesis.

00:00:30
Speaker 2.2: Okay, and what is your goal, what is your research about.

00:00:40
Speaker 1: Not to tell too much but can tell after the fact

00:00:43
Speaker 2.2: Oh no yes I understand.

00:00:43
Speaker 1: Because otherwise then I might influence your answers, so we all have to do that a little bit.

00:00:48
Speaker 2.2: Yes, good.

00:00:50
Speaker 1: Can I maybe have your, email address I'll just send you a form in a moment if you would like to sign it, that you are therefore giving permission for me to record it.

00:00:58
Speaker 2.2: Yeah sure. That's Bo, B-O. and then @nubikk.com

00:01:04
Speaker 1: Nice and easy top.

00:01:06
Speaker 2.2: You know that one, don't you.

00:01:06
Speaker 1: Yes, I do know that one. Then it starts with eight introductory questions, kind of where you live where you work. And then after that there are 22 questions that are about your purchases. And yes, how and what drives you to make purchases and so forth and a little bit about vacations. But first of all, where do you live?

Coding Density
Sustainability Behaviour
Non sustainable behaviour
non-impulsive buying
Impulsive purchasing
Purchsing factors
Social norms
conveniece over sustainble
clothing
Second hand furniture
Furniture
valuebale purchases
Status
Product price
quality
dislikes second hand clothing
sustainability
Emotions
Pride
Sell clothing
comfort

00:01:28
Speaker 2.2: In Tilburg.

00:01:28
Speaker 1: And where you work? I can fill that in, it's Nubikk.

00:01:34
Speaker 2.2: Yes.

00:01:34
Speaker 1: And you in a house or in an apartment?

00:01:40
Speaker .22: I live in a house.

00:01:43
Speaker 1: And is that a rental house or a purchase house?

00:01:46
Speaker 2.2: Is a buying house.

00:01:47
Speaker 1: Have you been living there a long time?

00:01:50
Speaker 2.2: As of March this year. IN this house then

00:01:55
Speaker 1: And is there a reason that you guys moved there.

00:02:02
Speaker 2.2: It a little bit bigger and it's a little bit more out of town and it was yes bigger.

00:02:06
Speaker 1: Especially for the space so actually.

00:02:07
Speaker 2.2: Yes, yes.

00:02:09
Speaker 1: And in terms of vacation, how often do you go on vacation each year on average? Not counting the past Corona year, of course.

00:02:17
Speaker 2.2: Twice.

00:02:18
Speaker 1: Twice and what destination can I think of.

00:02:24
Speaker 2.2: Skiing 1 time,

00:02:25
Speaker 1: One time skiing.

00:02:26
Speaker 2.2: And always in the summer vacations to France or Spain.

00:02:33
Speaker 1: Yes, and how do you guys usually travel there by car or by plane.

Coding Density
Sustainability Behaviour
Non sustainable behaviour
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Impulsive purchasing
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dislikes second hand clothing
sustainability
Emotions
Pride
Sell clothing
comfort

00:02:42
Speaker 2.2: The plane only last year for the first time went by car. But I actually do that, am not going to do that anymore. So that's why.

00:02:53
Speaker 1: Why? Why you guys this year though by car, by corona or?

00:02:58
Speaker 2.2: No the children. I have two kids and that one was very small anyway, we found a little irritating with flying. But with the car place turned out to be even worse so.

00:03:10
Speaker 1: Not to be repeated.

00:03:12
Speaker 2.2: No.

00:03:13
Speaker 1: Okay, but so actually mainly when you travel, it's by plane.

00:03:17
Speaker 2.2: Yes.

00:03:19
Speaker 1: Top all the way. And then in terms of purchases like clothing, a fixture when you go shopping, or you need something for a while. Do you feel like most of the time then you can buy whatever you want?

00:03:33
Speaker 2.2: Ehhmm yes actually.

00:03:45
Speaker 1: A little bit of a doubt?

00:03:49
Speaker 2.2: Well I also look at really expensive things from designers and stuff, but I wouldn't want to spend it on too so yeah. Basically to what I look at and would like, I could buy it too yes.

00:04:04
Speaker 1: Yes, exactly so suppose if you need a new sofa, you can.

00:04:09
Speaker 2.2: Yes.

00:04:09
Speaker 1: And it and what kind of things do you buy the most, and then not looking at food, but more at what kind of clothes or furnishings it gadgets or.

00:04:20
Speaker 2.2: Yes with me it is clothing.

00:04:22
Speaker 1: Yes clothing the most and at what kind of stores can I think of.

00:04:30
Speaker 2.2: Actually never at chains.

00:04:31
Speaker 1: No.

Coding Density
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non-impulsive buying
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Status
Product price
quality
dislikes second hand clothing
sustainability
Emotions
Pride
Sell clothing
comfort

00:04:33
Speaker 2.2: But local fashion stores, do you really want the store name?

00:04:40
Speaker 1: No, but so rather just in Tilburg itself are you going to buy dings?

00:04:44
Speaker 2.2: Yes.

00:04:45
Speaker 1: Not so much going to Amsterdam to the Zara or something.

00:04:50
Speaker 2.2: No. Or I buy online and then he Mr. porter.

00:04:54
Speaker 1: Yes okay. And then if you're going to buy something for example then clothing to what factors, what factors influence your purchases, what do you look at and what do you think is important.

00:05:05
Speaker 2.2: Yes say, it's primarily styling and model so And then and then price, because I can really like something but if I find it a little too expensive, I'll still leave it hanging. So basically those two.

00:05:23
Speaker 1: Yes, and so you say you don't buy a lot from the chains, is that also a specific reason or just because you like it?

00:05:33
Speaker 2.2: No, I like to have something that not everyone has and a little better quality.

00:05:40
Speaker 1: Yes, so the quality does play a bigger role then, in what you buy?

00:05:43
Speaker 2.2: yes with me yes.

00:05:45
Speaker 1: So say rather: quality over quantity can I say then?

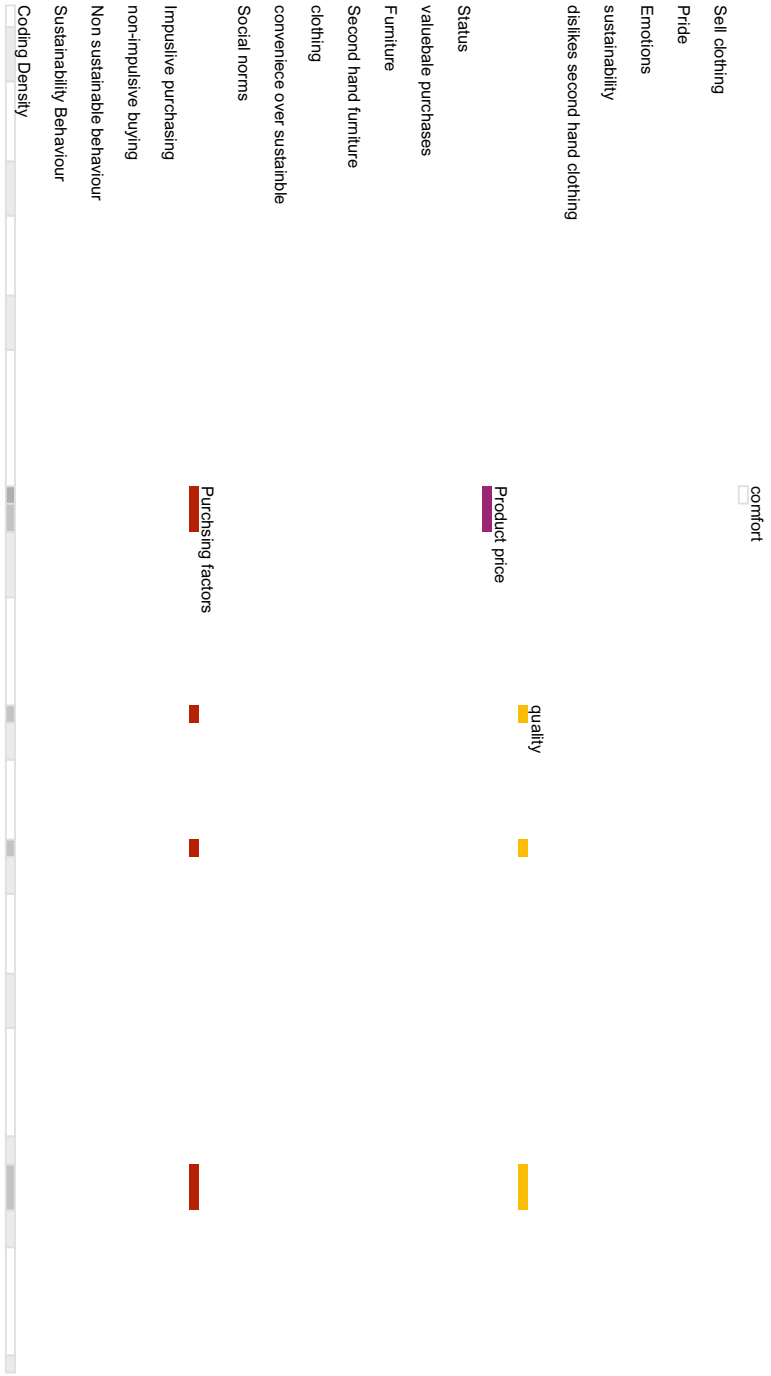
00:05:49
Speaker 2.2: Yes, yes yes yes.

00:05:49
Speaker 1: And why do you think, for example, the the quality of something is important? Is there a reason for that?

00:06:00
Speaker 2.2: Well, it's actually with me not so much that it then lasts longer. No it's sometimes gosh no actually. I like it when something sits well for a long time and stays beautiful for a long time and yes actually that.

00:06:18
Speaker 1: Do you do long also with clothing, do you keep it long or do you get bored of it quickly?

00:06:23
Speaker 2.2: No, very long lasting.



00:06:25
Speaker 1: Yes.

00:06:26
Speaker 2.2: Also not that extremely often but it is, and quite basic too, but slightly better quality for example.

00:06:37
Speaker 1: Yes. Okay, and can you tell about a purchase that you've made that you really appreciate. It doesn't necessarily have to be then something expensive or very recent, but just something that you value.

00:06:53
Speaker 2.2: Those are interior things anyway. Then somehow I value that more, because I'm also looking up longer or so and more involved with that. And one specific thing is a floor lamp.

00:07:14
Speaker 1: Yes.

00:07:15
Speaker 2.2: From a vintage store.

00:07:20
Speaker 1: And how did you feel when you bought it, what emotion was involved?

00:07:28
Speaker 2.2: Well, what would you say, pride then yes.

00:07:33
Speaker 1: Yes, especially proud.

00:07:34
Speaker 2.2: Yes.

00:07:36
Speaker 1: And when you look back at that purchase, has that feeling remained the same?

00:07:41
Speaker 2.2: If you, if you ask me of what's a purchase that you really liked then or that you're proud of, it's well yes, I think yes that's bold. But also because there's probably not that many of them and that I thought about it for a long time, did it anyway you know so.

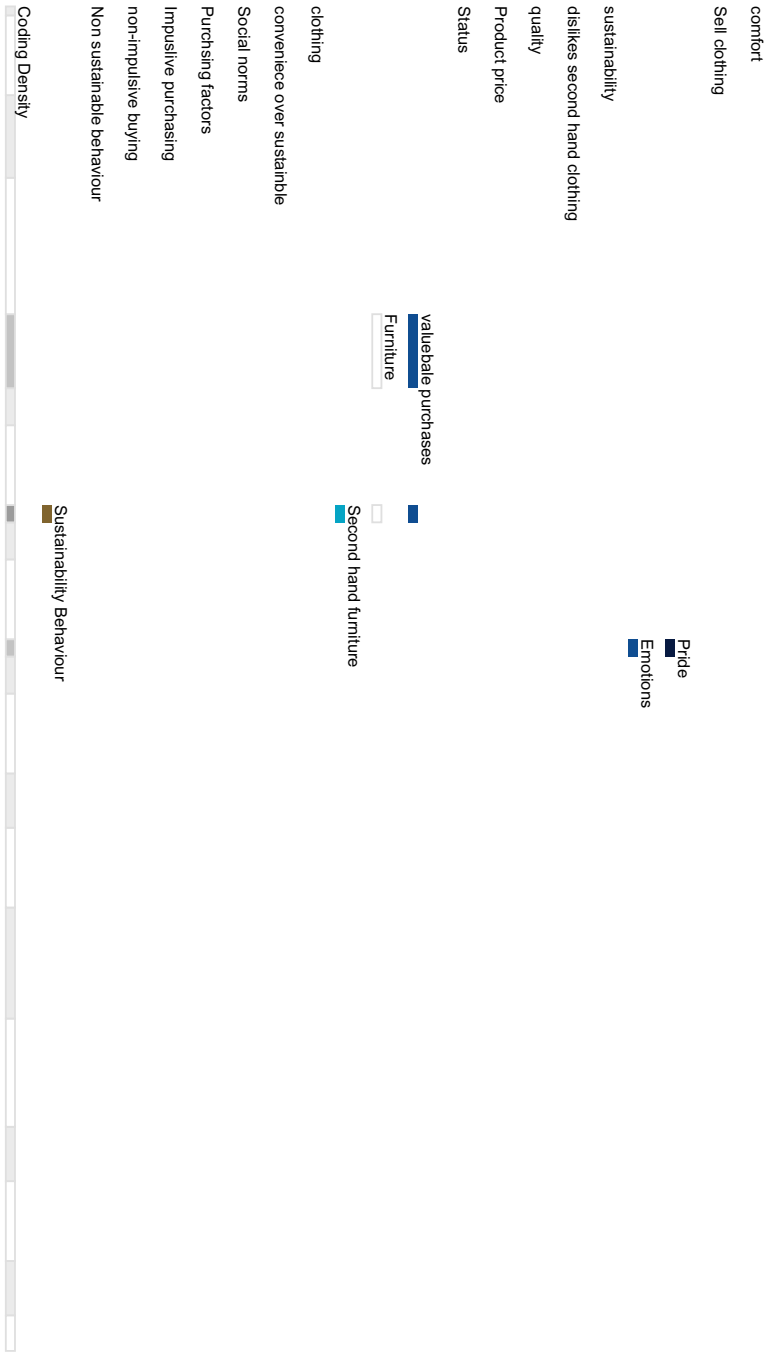
00:07:59
Speaker 1: So it wasn't really an impulsive purchase, it's something that you really thought about.

00:08:04
Speaker 2.2: Sure.

00:08:05
Speaker 1: Are you quick to be someone who thinks longer about a purchase?

00:08:12
Speaker 2.2: No.

00:08:13
Speaker 1: No, actually not.



00:08:14
Speaker 2.2: No I'm not that good. Often it's also because I'm at a store that know and then I trust it. And then if it if right then it's right. I don't then go and check it out and look at it first.

00:08:29
Speaker 1: But you say at this stand lamp so.

00:08:33
Speaker 2.2: Yeah because it's just, because it's not something that's always been there and it was, it was quite expensive and then it's a lamp that's a little bit older. So yeah, that was just because it was something new for me, to buy an old lamp.

00:08:50
Speaker 1: Yes, and imagine, you're looking for such a valuable purchase again or you find such a valuable purchase. Would you then, how you bought this lamp, so that I actually thought about it. Would that influence you in the future, other purchases, too, that you might think about it again longer.

00:09:07
Speaker 2.2: Yes, definitely definitely for something big or valuable, definitely.

00:09:14
Speaker 1: And you say it was vintage, so it's not new, so you do have a positive attitude towards second-hand furniture?

00:09:20
Speaker 2.2: Yes.

00:09:23
Speaker 1: Do you ever look on Marktplaats for furniture or do you tend to look more quickly at IKEA?

00:09:32
Speaker 2.2: Yes again, sorry get a call.

00:09:38
Speaker 1: Doesn't matter.

00:09:42
Speaker 2.2: Also again et furniture I also go to certain stores that have already bought that in but Marketplace, not really.

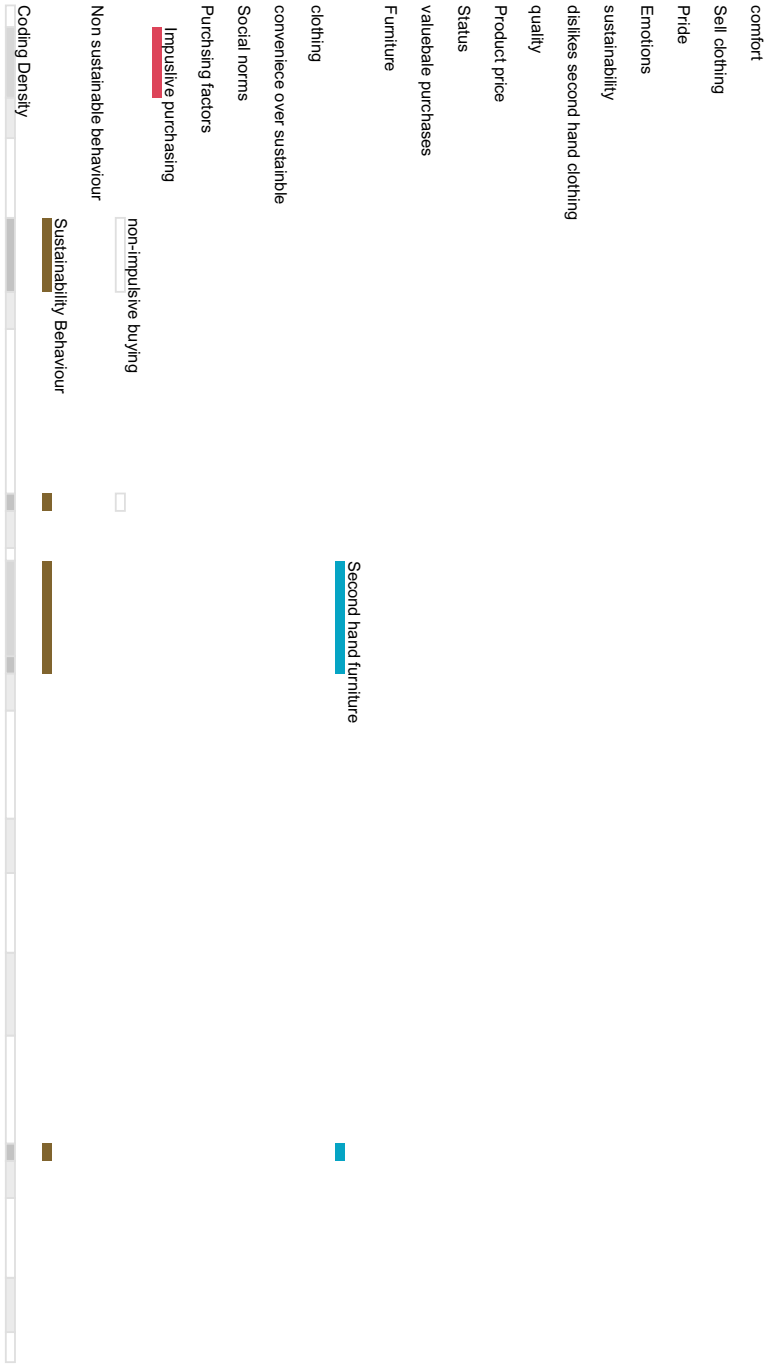
00:09:48
Speaker 1: No. So if you find it at a store, and it's second hand that doesn't bother you of it's already been used.

00:09:57
Speaker 2.2: No, no, no, it's at that lamps and if not at banks maybe a little more.

00:10:02
Speaker 1: Yes.

00:10:03
Speaker 2.2: But no.

00:10:05
Speaker 1: No, and with clothing, do you ever buy any second-hand clothing?



00:10:11
Speaker 2.2: No never.

00:10:14
Speaker 1: Can you tell why?

00:10:18
Speaker 2.2: I don't like that someone else has had that on and doesn't like that very much.

00:10:27
Speaker 1: Rather than new clothes.

00:10:27
Speaker 2.2: Yes, clothing does.

00:10:27
Speaker 1: Do you ever sell your own clothes?

00:10:37
Speaker 2.2: Yes, as it happens, recently.

00:10:39
Speaker 1: Yeah, because you want to get rid of it or you just want to make somebody else happy with it, right? Or what were the reasons for.

00:10:48
Speaker 2.2: Well it was still brand new, too, and I, like it was expensive. I want money for just that.

00:11:00
Speaker 1: And imagine, you would be in the future not looking at used furniture yet, but for furniture and appliances for your home. And you would look at okay how sustainable is this appliance or is it energy efficient, does it use recycled materials? And you would look less at how fashionable is it. How would you feel about that?

00:11:24
Speaker 2.2: Sorry about specific things for the house?

00:11:27
Speaker 1: You have for furniture and equipment.

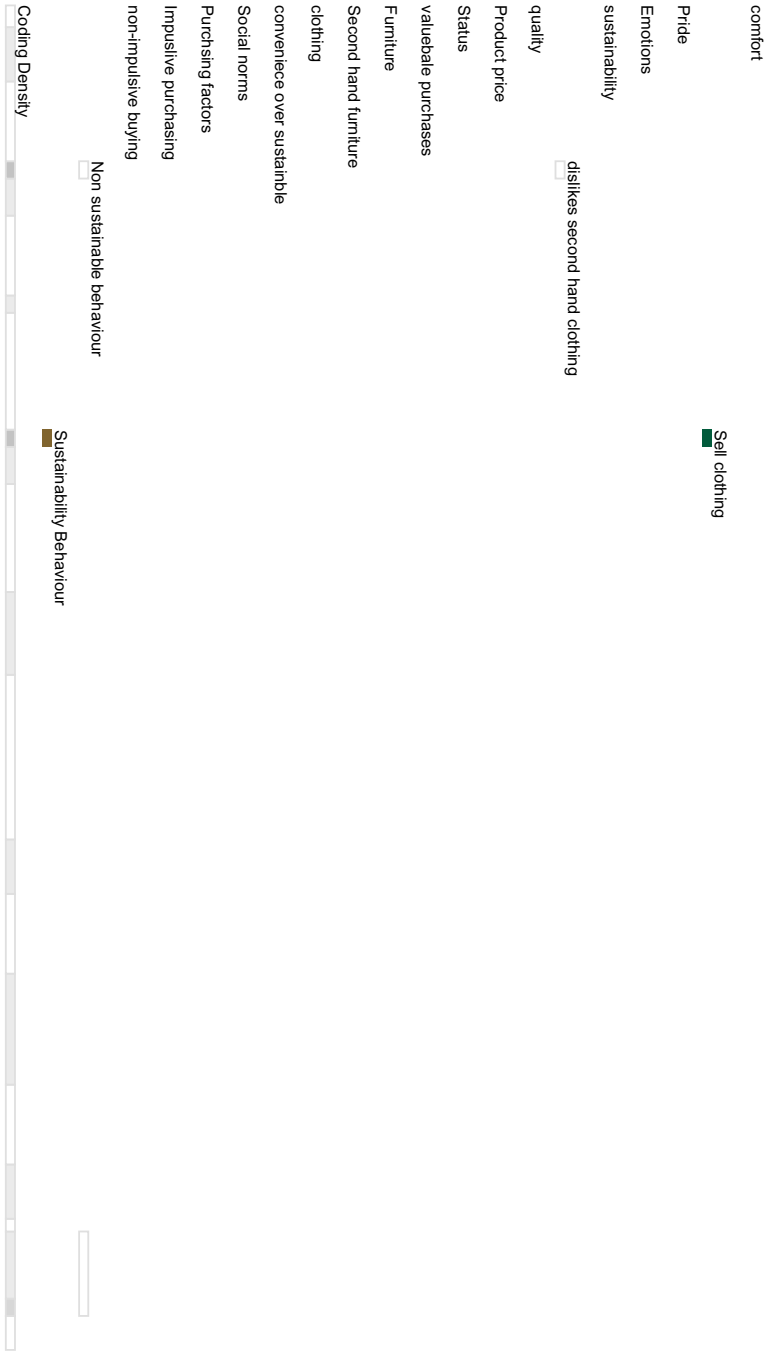
00:11:29
Speaker 2.2: Furniture and appliances. Well, with appliances I look at it more, so I already look at how much energy it uses, because it's also listed, which is nice. But with furniture or things in my house I don't really.

00:11:51
Speaker 1: No.

00:11:53
Speaker 2.2: No I don't think about it that much actually.

00:11:54
Speaker 1: No, you're more concerned with the appearance of a particular product then?

00:11:57
Speaker 2.2: Yes, yes.



00:11:59
Speaker 1: And with equipment you say of well, if it's there that you, well then look at it, but if it wasn't there, would that be an issue that you would look at or research?

00:12:17
Speaker 2.2: No, actually not.

00:12:19
Speaker 1: So what would prevail for you to buy, for example, that particular oven or something, what kind of factors are important?

00:12:31
Speaker 2.2: Price, Quality. And just thinking about it for a moment I'm thinking, not thinking about this very often.

00:12:44
Speaker 2.2: Yes no hurry though.

00:12:44
Speaker 2.2: Yes, quality, yes, and maybe energy consumption anyway.

00:12:50
Speaker 1: Yeah right there you might look at it a little bit.

00:12:54
Speaker 2.2: Yeah you know it's actually always there already and that's why we look at it, but I don't know if wouldn't be there if I would specifically ask about it.

00:13:03
Speaker 1: No, so when you look at a couch or so then just like equipment it would be there. What kind of materials there, has been used and how much emissions or how little actually? Would that then be something for you that you would then look at and maybe help in your choice to choose so some sustainable bank?

00:13:23
Speaker 2.2: Yes think so.

00:13:26
Speaker 1: Thereby would stand, would that help in the choice though?

00:13:28
Speaker 2.2: Yes.

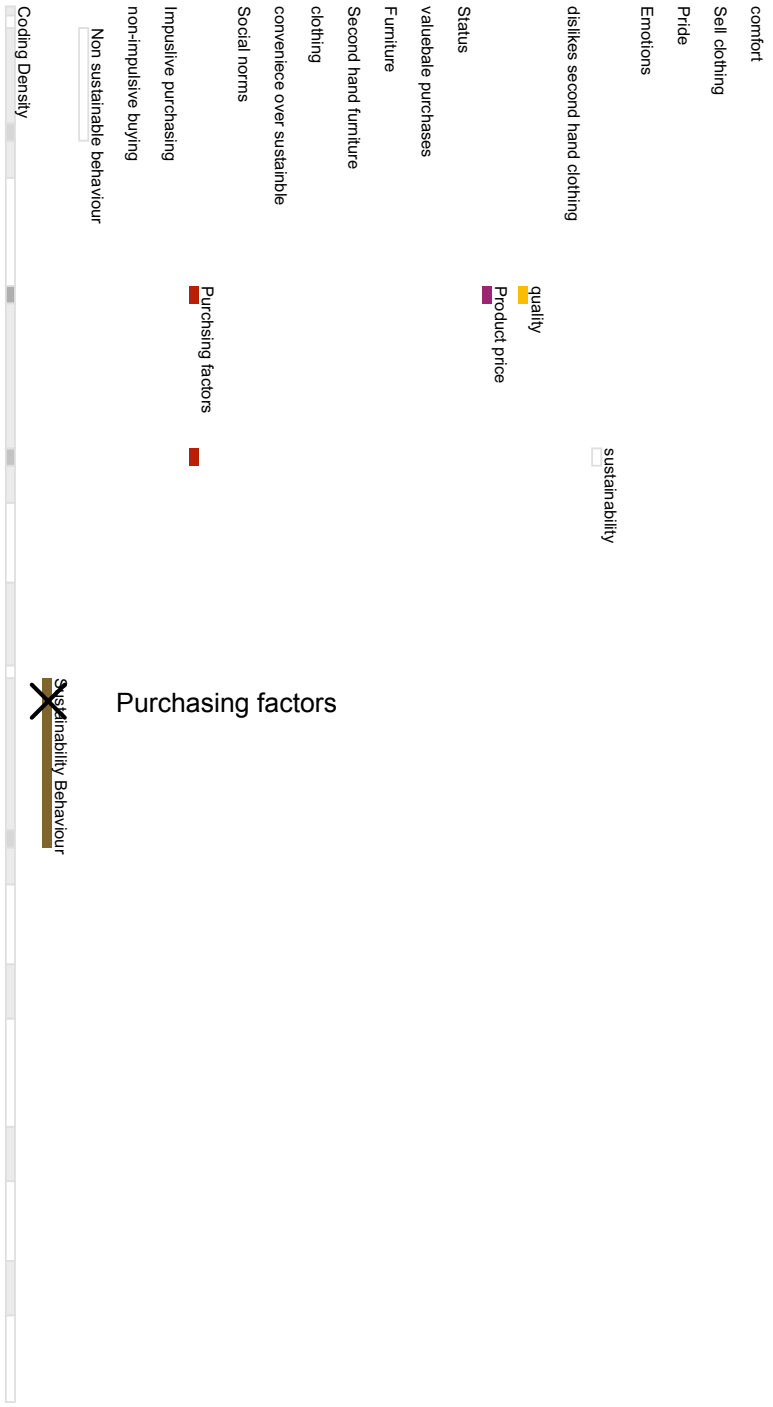
00:13:30
Speaker 1: Okay and then lookning at vacation and you said of well ski vacation one and then a summer vacation.

00:13:38
Speaker 2.2: Yes.

00:13:40
Speaker 1: And you said you weren't a fan of the car and more so by plane.

00:13:44
Speaker 2.2: Yes.

00:13:46
Speaker 1: How would you feel about going on vacation by car from now on, for example within the Netherlands? Just considering the kids are a little older, and so that's not an obstacle anymore, how would you feel about that?



00:13:58
Speaker 2.2: Yes, well yes, nice.

00:14:00
Speaker 1: You do like going on holiday in the Netherlands by car?

00:14:04
Speaker 2.2: Yes. I never did it last year, so in this year I did and I really liked it. So yes.

00:14:13
Speaker 1: Do you ever find that when you're flying that you're concerned with of actually it's really bad for the environment, or is that not something you're concerned with?

00:14:25
Speaker 2.2: No I'm not working on it much.

00:14:27
Speaker 1: So any reason for that?

00:14:31
Speaker 2.2: That actually everyone flies. I think if I only do it once or twice so it's not too bad. But I wouldn't go by car because it's better for the environment.

00:14:49
Speaker 1: No, no, more just because it's nice for convenience maybe?

00:14:54
Speaker 2.2: Well followed convenience especially. And then because I only fly once in a year or twice in the year and well then I'm okay with it.

00:15:07
Speaker 1: Yeah, okay, looking at purchases and you said so you do like clothes, but could also be with another purchase that you're buying something, or that you've bought something in the past and you came home and thought oh what a mistake this was. Why did I buy this?

00:15:25
Speaker 2.2: Yes.

00:15:31
Speaker 1: Can you tell what kind of purchase that was?

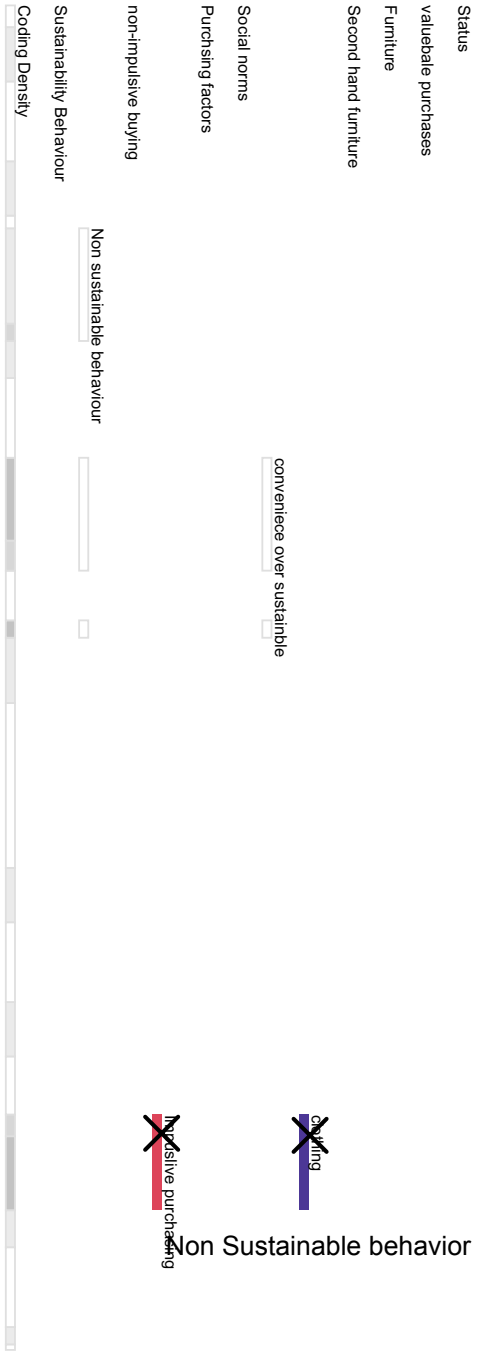
00:15:34
Speaker 2.2: And then not clothing?

00:15:34
Speaker 1: Yes may include clothing may be anything.

00:15:36
Speaker 2.2: Its okay, yes, clothes, also especially that you are excited when you are in the store. And then when you get home you think it doesn't really fit. Especially because in my case it is a bit too tight, or not cool at all. So I have that. Not many other things I can think of.

00:16:07
Speaker 1: No, so mainly actually with clothing.

00:16:11
Speaker 2.2: Yes, what I'm thinking back so now yes.



00:16:14
Speaker 1: And then what factors influence that moment when you do buy it.

00:16:19
Speaker 2.2: The seller.

00:16:23
Speaker 1: He does a good job actually.

00:16:27
Speaker 2.2: Yes definitely. And then the atmosphere is good and then you go a little faster anyway, for another choice.

00:16:34
Speaker 1: Yes, and then when you come home and you think, well actually I don't like it at all. Do you return it or do you think, 'I'll take my loss.

00:16:41
Speaker 2.2: No. I just think I'll lose a little weight and it'll be fine.

00:16:47
Speaker 1: Yes.

00:16:47
Speaker 2.2: There it is.

00:16:50
Speaker 1: And is it something that happens often?

00:16:53
Speaker 2.2: No way, happened a number of times.

00:16:54
Speaker 1: Yes.

00:16:56
Speaker 2.2: Not as often.

00:16:57
Speaker 1: Would it discourage you? Would it discourage you then that you would really in the future be saying okay this is so stupid I shouldn't let it happen again.

00:17:08
Speaker 2.2: Yes yes, you do learn from it.

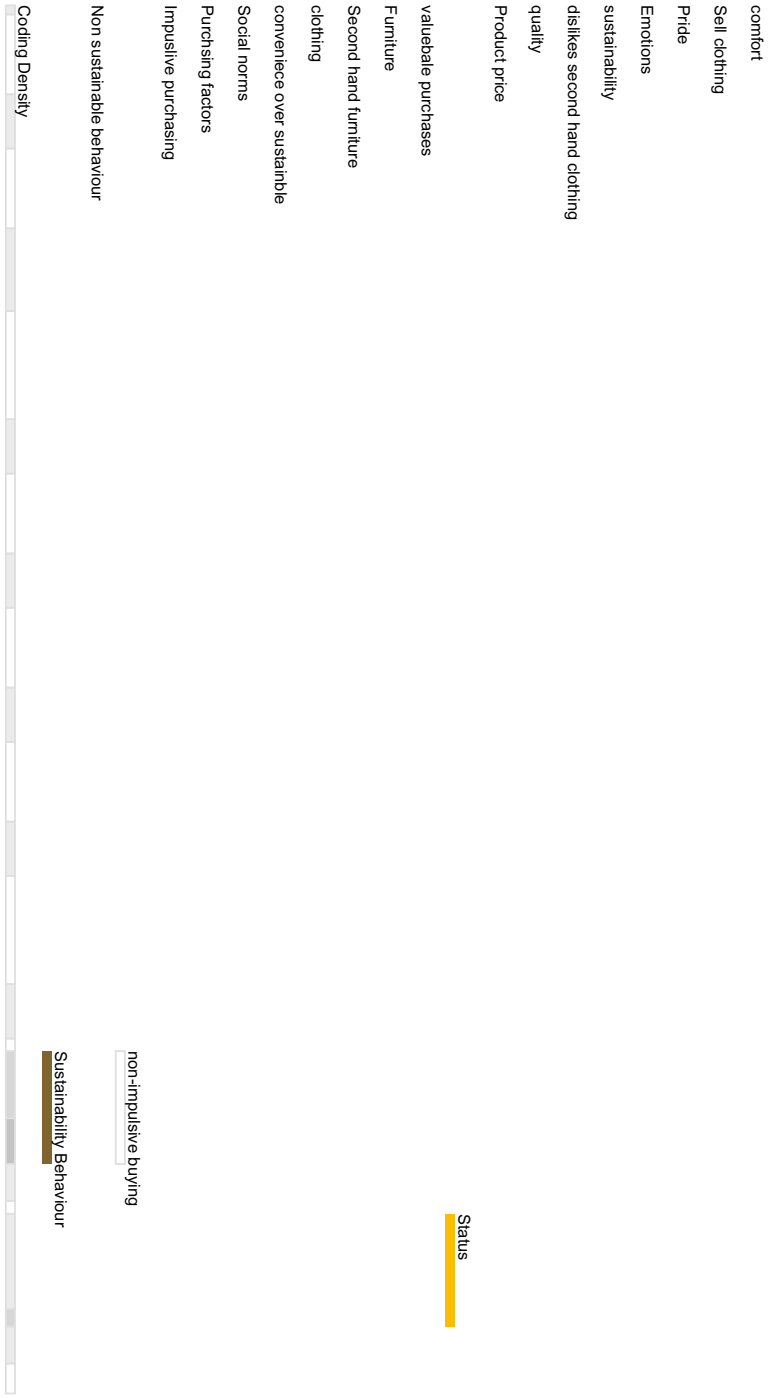
00:17:10
Speaker 1: Yes, so you do actively engage with it afterwards from.

00:17:15
Speaker 2.2: Well, you just pay attention not really actively that I'm standing there like I have to be sharp now. But you pay attention a little better there.

00:17:23
Speaker 1: Yes, okay. And do you ever have that when you've bought something new doesn't matter what that you like to show that to others to tell others?

00:17:40
Speaker 2.2: No, actually not.

00:17:42
Speaker 1: Not on social media or with anyone in conversations



00:17:45
Speaker 2.2: No, I just put it on and then or, at home I don't either. No, I never actually post anything or anything. No.

00:17:52
Speaker 1: Is there a reasons for you to keep that to yourself so to speak?

00:17:57
Speaker 2.2: No, actually everyone who sees it anyway when I have it on or when they're with me. So I do it for that too, but I no, I actually no reason for it.

00:18:14
Speaker 1: And do you ever have that when you buy something? Just another example, for example a bicycle that you would then compare that very much to suppose your, best friend, also has a new bicycle that you, then start to cergize those bikes with each other or in yourself.

00:18:29
Speaker 2.2: No, I do ask advice sometimes, I bought a bike the other day and I knew that a friend had also bought a bike the other day. So then I ask him what is good and not because I don't know anything about it. But afterwards I don't go and see what other friends have to offer.

00:18:52
Speaker 1: More just advice, but not, he has six gears and I only have five.

00:18:58
Speaker 2.2: No, no.

00:18:59
Speaker 1: No.

00:19:01
Speaker 2.2: No never have I had that.

00:19:02
Speaker 1: How would you feel if other people did have that very much with you, that you realized that, that people were comparing very much with your purchases.

00:19:13
Speaker 2.2: Yes, whether I would mind or?

00:19:15
Speaker 1: What would you think, if you would mind or if you also think I don't care or that you would find that annoying.

00:19:22
Speaker 2.2: No, doesn't matter.

00:19:25
Speaker 1: Have you ever noticed something like that in people that maybe they showed a little bit of envy towards you having another new bike or something. just staying with the bike example.

00:19:32
Speaker 2.2: Yes, yes.

00:19:34
Speaker 1: So how did you notice that?

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Pride
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00:19:43
Speaker 2.2: Yeah, then when you buy something new and people were like not about the product itself but like he has something new again or something.

00:19:53
Speaker 1: Yes, more about it being a purchase at all than specifics.

00:19:57
Speaker 2.2: Yes, yes.

00:19:59
Speaker 1: Would that then be your influence on what you if you notice that people are paying attention to that so.

00:20:05
Speaker 2.2: No no doesn't have it.

00:20:07
Speaker 1: No, that's fine. Have you ever felt the need to buy something because of your environment? So for example everyone has the latest Nike's so you have to have them too.

00:20:30
Speaker 2.2: No, not say to belong, but rather that I saw, for example, oh, so All Starts is nice like that after all.

00:20:39
Speaker 1: Yes.

00:20:40
Speaker 2.2: And then I bought it too. But not from oh, I have to buy this now too otherwise I'm not hip or cool, no not from peer pressure.

00:20:50
Speaker 1: No, did you experience anything like that that you saw that in other people that maybe they were experiencing kind of what you say, peer pressure?

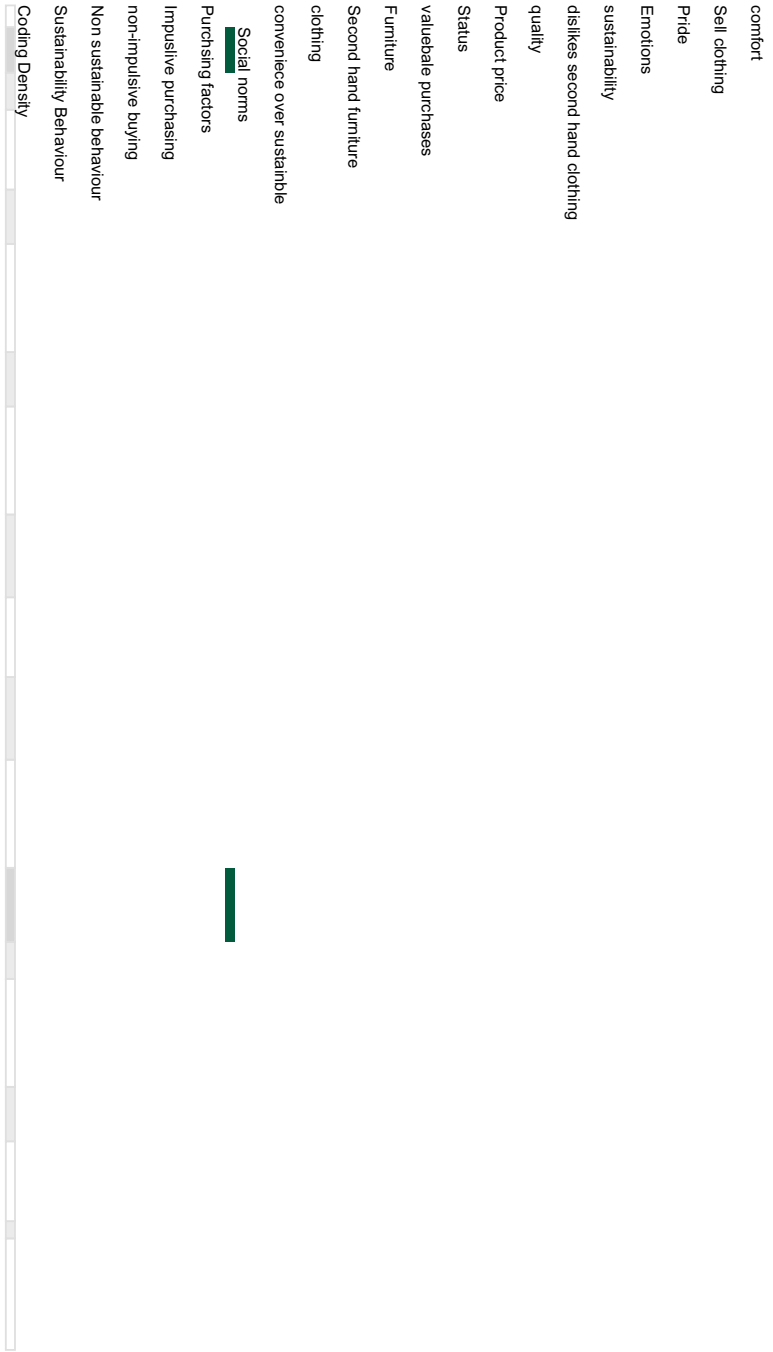
00:20:58
Speaker 2.2: By the way, yes I'm saying this now but in the past probably just in school it was. For example you have to have an Eastpack backpack so yeah I definitely used to, but since I'm an adult I don't think like that anymore.

00:21:21
Speaker 1: And do you have it in your environment now that you're an adult? That you still see that in others or is it really something from just the past.

00:21:30
Speaker 2.2: No not now no, no, definitely not.

00:21:33
Speaker 1: Okay, well, that was actually all the questions again.

00:21:36
Speaker 2.2: Top.



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Speaker 1: This brings me to the 20 or so people I need to interview.

00:00:04
Speaker 2.3: Okay.

00:00:06
Speaker 1: The interview consists of about eight introductory questions and then there are 22 questions and they're a little bit about your purchases compared to the environment or what drives you to make certain purchases and a little bit about your vacations. And yes, what kind of vacations you go on and so forth. And but feel free to if you have a story somewhere or an experience or something that you think, oh, this might contribute, please tell, because can only actually help to know as much as possible yes experiences of people. But would you be okay with it. You it okay, if I record it, to use again later we your answers?

00:00:50
Speaker 2.3: Yes.

00:00:49
Speaker 1: Then I'll just send a little bit after that, if I can get your e mail, and I have to send it to Floor as well. That you guys then give permission for me to record it and use your answers, have to take a moment from my study for privacy and stuff but good.

00:01:07
Speaker 2.3: No yes is good.

00:01:07
Speaker 1: First of all, where do you live?

00:01:10
Speaker 2.3: In Utrecht.

00:01:13
Speaker 1: And do you live in an apartment or in a house?

00:01:17
Speaker 2.3: In a house.

00:01:18
Speaker 1: In a house, is it a bought house?

00:01:21
Speaker 2.3: Yes a bought house.

00:01:24
Speaker 1: Have you wanted der for a long time?

00:01:27
Speaker 2.3: Year or seven now, eight.

00:01:29
Speaker 1: Okay, for quite a while now.

00:01:31
Speaker 2.3: Yes, definitely.

Coding Density
Social norms
Status
Emotions
Purchsing factors
Product price
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clothing
Impusive purchasing
Sustainability Behaviour
Pride
unhygenic
Joy
Shame
Non materialistic characteristics
valuebale purchases
non-impulsive buying
Furniture
quality
Gadets

00:01:32
Speaker 1: Is there a reason why you moved there?

00:01:36
Speaker 2.3: I started studying in Utrecht, law. And then I stayed there after I graduated. So getting to know friends there, yes, then, you kind of stay there.

00:01:47
Speaker 1: Yes, I understand and do you work there in Utrecht as well?

00:01:52
Speaker 2.3: Yes, I work at the Rabobank and that's a space station that big tower say I don't know if you know t.

00:02:00
Speaker 1: Yes, yes I do know it.

00:02:02
Speaker 2.3: About two years now, I also worked in Amsterdam for a while. But yes, no, indeed at Rabobank since two years now.

00:02:12
Speaker 1: Okay, totally nice.

00:02:15
Speaker 2.3: Yes definitely.

00:02:16
Speaker 1: And that that's kind of the introductory questions. But in terms of purchases like clothing and furnishings suppose you, go into town or you just need something for your house do you feel like you can buy what you would like most of the time?

00:02:34
Speaker 2.3: I do have that feeling of yes since and year now so to speak.

00:02:41
Speaker 1: What are the things that most buy?

00:02:46
Speaker 2.3: Then it is also about grocery's?

00:02:49
Speaker 1: More non-food items, so clothing, furnishings or gadgets.

00:02:54
Speaker 2.3: Oh yes. Well since I know Floortje I buy a little more clothes too. Furnishings I was already buying but it's all become a little bit more since I have a more expensive things liking girlfriend. So no, so if we are talking about the past half year we bought a sofa, all kinds of things for the living room, for the house for the garden in the summer. Yes, I, I do like when I like something a lot, for example I like bathing so I have a buddle bath in the garden since about seven years, but you also have to buy it again once every two years. Those are a bit more the extra purchases say, but in the house.

00:03:47
Speaker 1: Oh yes, sorry.

00:03:49
Speaker 2.3: No go on.

Coding Density
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Gadets

00:03:50
Speaker 1: When you go to buy something what factors influence that or what do you look at when you buy something, what do you think is important when you buy something?

00:03:59
Speaker 2.3: First of all, I have to like it myself but I also think it's important that other people like it. Yes, I think that's important too.

00:04:06
Speaker 1: So with clothing, do you ask for an opinion from others or?

00:04:10
Speaker 2.3: Yes, definitely definitely.

00:04:12
Speaker 1: Just to spar of if it's really fun.

00:04:16
Speaker 2.3: Yes, definitely definitely, and even though I like it so much, if others don't like it, I'm less likely to buy it. Then I think, never mind.

00:04:24
Speaker 1: Okay, so you do have a lot of value in that.

00:04:26
Speaker 2.3: Yes, but so that's different when there is, for example, a hot tub or a playstation, I'll just buy those myself.

00:04:36
Speaker 1: Yes. And besides the opinion of others, what else do you think is important? The price or where it's made or the quality?

00:04:45
Speaker 2.3: Quality does become more and more important. But that's also because when you start working namely and earning a little more. Then you can also afford it, say, a little bit better, but before I didn't look at that.

00:04:57
Speaker 1: No.

00:04:57
Speaker 2.3: But that's something of the last few years. Yes.

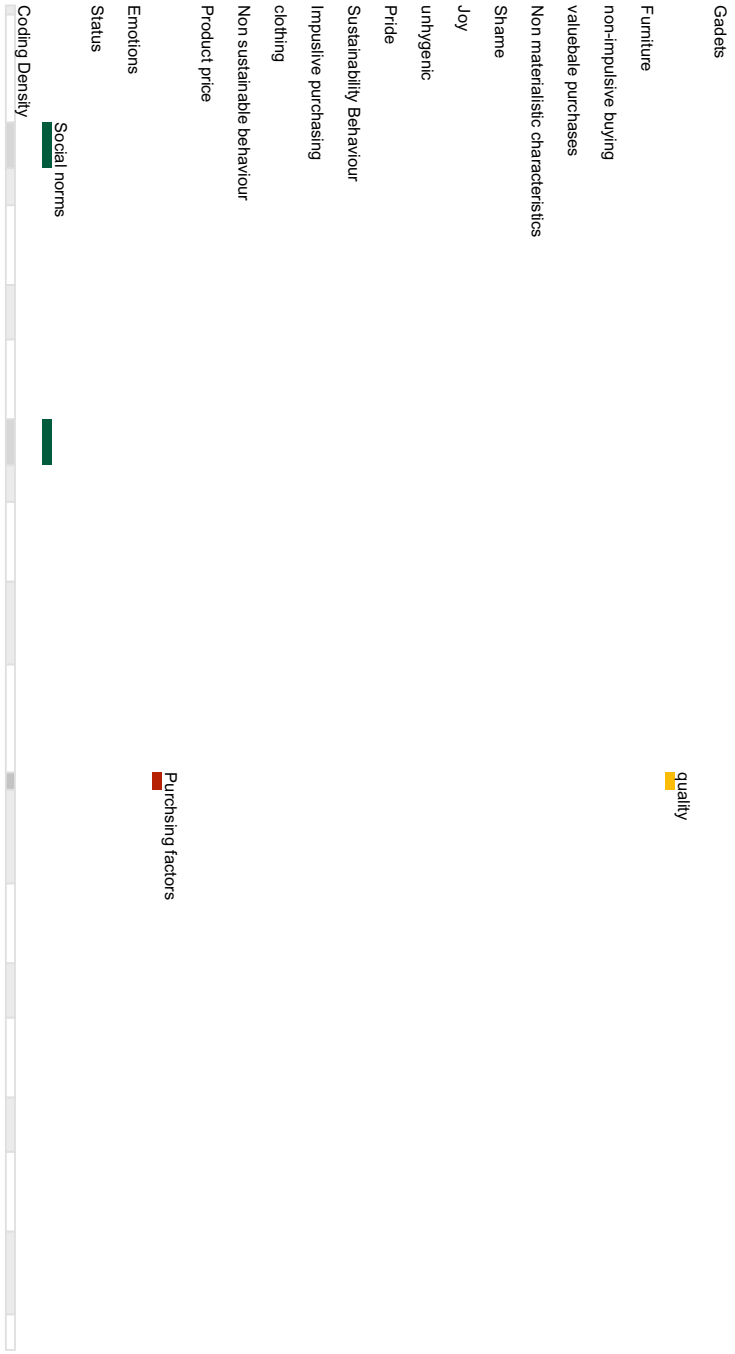
00:05:00
Speaker 1: Yes, you do find that increasingly important now.

00:05:02
Speaker 2.3: Yes.

00:05:03
Speaker 1: Because before this, what did you think was more important?

00:05:07
Speaker 2.3: Before this, that was, less of the quality, that after five wearing it didn't sit as nicely. That was less of an issue.

00:05:18
Speaker 1: Rather whether it had a bit of a nice price or something?



00:05:21

Speaker 2.3: Exactly but I also think that with the advent of social media and things like that that you also see a lot more things passing, coming by that you can then buy. I'm pretty impulsive. At least also every now and then I see something pass by, come by on social media, Instagram Yes, then sometimes I just buy something from there.

00:05:47

Speaker 1: Yes then you see something and you think I want to have that.

00:05:49

Speaker 2.3: Exactly, yes.

00:05:52

Speaker 1: And can you tell me about a purchase that you made, doesn't necessarily have to be very recent or also don't immediately think of something very expensive, but something that you value very much. What made you very happy or you value a lot.

00:06:06

Speaker 2.3: Yes maybe a little cliche maybe, but I immediately think of my hot tub, me jacuzzi in the garden.

00:06:11

Speaker 1: Yes, no, I get that.

00:06:14

Speaker 2.3: And something in the recent past was my TV.

00:06:17

Speaker 1: Your TV and when you bought TV, did you do a lot of research on of what kind of TV do I want, or was that also a little impulsive?

00:06:27

Speaker 2.3: I did do a fair amount of research, and also did some disucssion with people, it was a big one. According to many, it was much too big for the house, but in retrospect I was proven right. It has become the largest TV. But I did do some research, I also bought a small variant before and exchanged it for a large one.

00:06:51

Speaker 1: OK. So well to see okay is it a good one and still asked others, their experiences. And when you made that purchase for example your TV what kind of emotion played a role or what kind of feeling did you have when you bought it?

00:07:09

Speaker 2.3: A feeling of joy also euphoric when I exchanged the TV for the larger version, I was right after all.

00:07:21

Speaker 1: It is indeed, so especially glad when you bought it anyway.

00:07:25

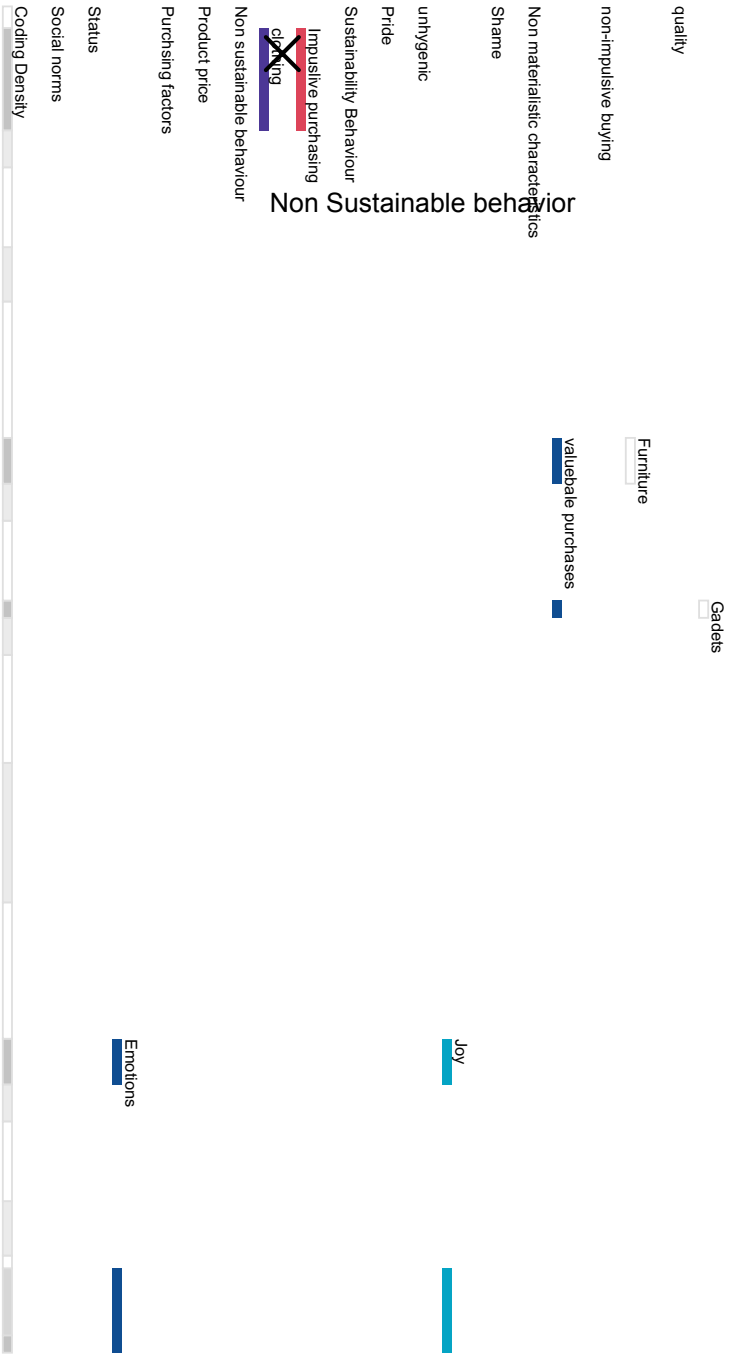
Speaker 2.3: Yes, definitely.

00:07:26

Speaker 1: And still happy with it?

00:07:28

Speaker 2.3: Yes, it's like going to the cinema in Corona time.



00:07:32
Speaker 1: That's super chil though.

00:07:35
Speaker 2.3: Yes indeed, yes wonderful yes.

00:07:38
Speaker 1: And you say so you did some research on and you did end up doing that bigger I, would this process say what you went through with this television affect your future purchases if you were to buy another one of those, maybe another new TV or something then?

00:07:56
Speaker 2.3: Yes, I think I would buy at least self size, either the same quality, yes. And maybe faster that other one was already behind or ten years maybe. And then you see the difference.

00:08:08
Speaker 1: Yes, exactly and would you maybe also do research, into okay, what I what do I think is important. What do other people say.

00:08:16
Speaker 2.3: Yes, and maybe do research a little earlier, do that as well, maybe and not wait another ten years before you buy one TV.

00:08:23
Speaker 1: Okay.

00:08:23
Speaker 2.3: But that also has to do, of course, with the fact that you might have a little bit more to spend now.

00:08:27
Speaker 1: Okay, imagine, in the future there would be a situation where you say, well, I want to consume differently or consume less for a moment given the environment and so you wouldn't be able to buy that TV. How would you feel about that?

00:08:47
Speaker 2.3: Well I wouldn't mind that, again maybe because you would switch to not buying those things. But I would feel just fine with it. In my college days, it always went that way too.

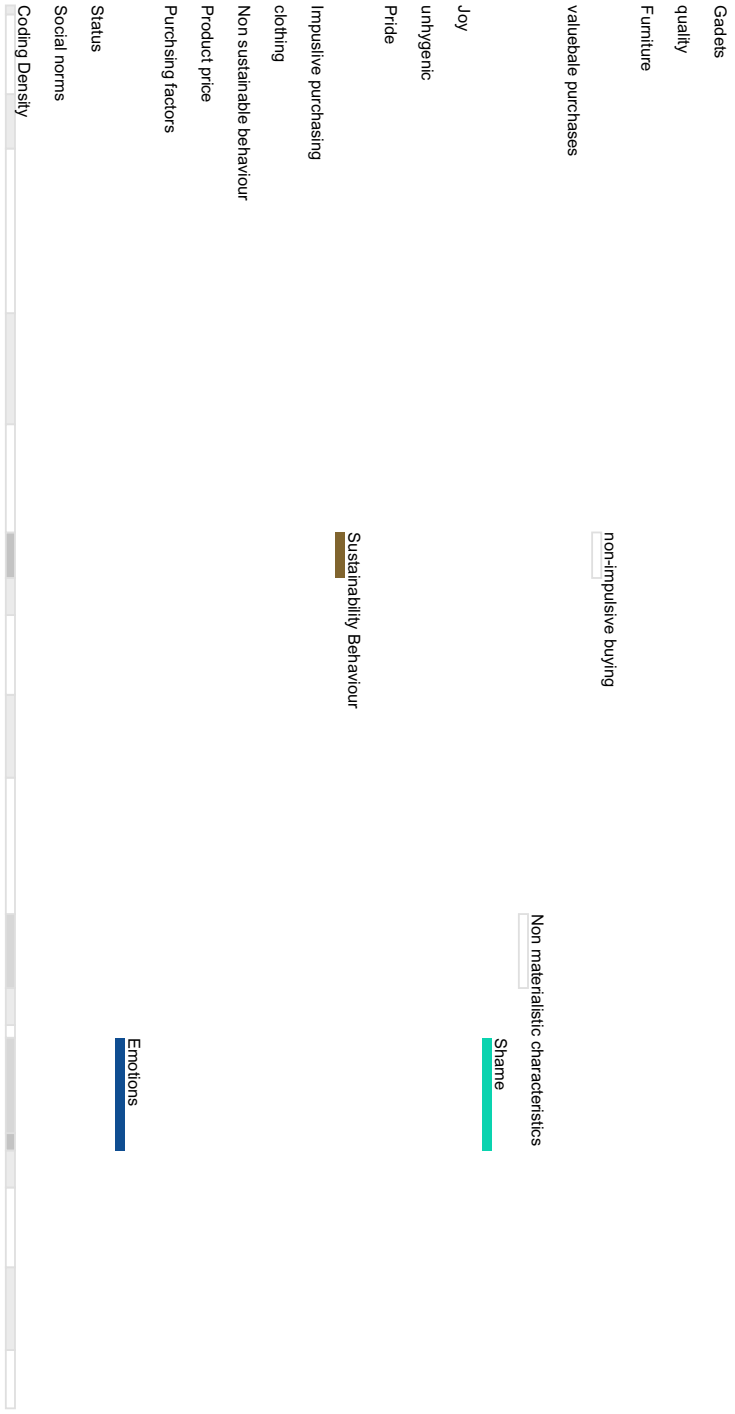
00:09:00
Speaker 1: Yeah wouldn't embarrass you, maybe in front of others who come along then and that maybe you still have an old version of a TV or something.

00:09:08
Speaker 2.3: Oh no, no, no, not at all.

00:09:10
Speaker 1: No, don't be so concerned with it then.

00:09:14
Speaker 2.3: No, yes, of course I can't suggest now, but I don't think so. I do think, I do want my house to still look nice and the furnishings, but I wouldn't have a problem with that.

00:09:27
Speaker 1: No, and in terms of clothing, who said you're buying a little more clothing nowadays. So is that mostly new clothing, or are you also open to second-hand clothing?



00:09:39
Speaker 2.3: Basically more new clothes and sometimes second hand clothes, that's where I've been going since I know Floorjte. I often go with her to those stores. I really like it, but I wouldn't buy anything from there very quickly unless I really like it.

00:09:51
Speaker 1: No, your preference would be for new clothes anyway.

00:09:55
Speaker 2.3: Yes.

00:09:56
Speaker 1: Is there a reason for that?

00:09:56
Speaker 2.3: Yes maybe crazy, but fresh just the same. Indeed, yes, no one else has worn it before you.

00:10:05
Speaker 1: Yes.

00:10:06
Speaker 2.3: Do I like the feeling.

00:10:07
Speaker 1: Yes, like better idea.

00:00:02
Speaker 2.3: Yes, maybe just, indeed, yes, no one else had it before for you.

00:00:08
Speaker 1: Yes.

00:00:09
Speaker 2.3: Do I like the feeling.

00:00:10
Speaker 1: Yes, like your idea more.

00:00:11
Speaker 1: And with furniture and equipment or after especially with furniture, used furniture or from a thrift store. How do you look at that?

00:00:21
Speaker 2.3 Ehm in itself is good only if it has been in some other's house for ten years, yes, I always have the feeling that it is not so nice or clean or something.

00:00:34
Speaker 1: No, you're not someone who's going to look a lot on Marketplace, searching for when you need a new nightstand or something.

00:00:41
Speaker 2.3: No except for very large purchases, so for one a car or a hot tub then something like that. That if you want to do a very large purchase will then sometimes still be too expensive to buy at once, then I do certainly look also on Marktplaats or for a cheaper version is available.

00:01:04
Speaker 1: Okay, then again yes, maybe with a car with a bicycle or something as well.

00:01:09
Speaker 2.3: Yes, yes, exactly a bicycle as well but so also sometimes when it's the more expensive purchases.

00:01:13
Speaker 1: Yes, and imagine, you would then apart from second hand furniture and appliances, but once you, so when you buy new furniture and appliances, for your home you would look more at how energy efficient it is, whether it uses recycled materials and less at how fashionable it is. How would you feel about that?

00:01:33
Speaker 2.3: I should do it more. In a way, I want to. Only it's often also my ignorance of whether something is environmentally conscious or better, than whether or not I want to. If I could easily buy solar panels or something like that, then I would, for example. But then that also depends on the cost. If the cost is too high, then I wouldn't do it so quickly.

00:02:04
Speaker 1: Yes, it already kind of depends on how much information about it you have and the price that comes with it as well.

00:02:11
Speaker 2.3: Yes, yes.

00:02:13
Speaker 1: Mmm let's see, looking at vacation, how many times a year on average do you go on vacation if you don't count the corona year.

00:02:24
Speaker 2.3: Well I'm pretty much the year before. I go on vacation pretty often, and then mainly long weekends, say from Thursday to Sunday.

00:02:33
Speaker 1: Yes.

00:02:36
Speaker 2.3: And and just the vacation season as well, yes I think, maybe 12 times a year or so.

00:02:43
Speaker 1: Okay, pretty regular.

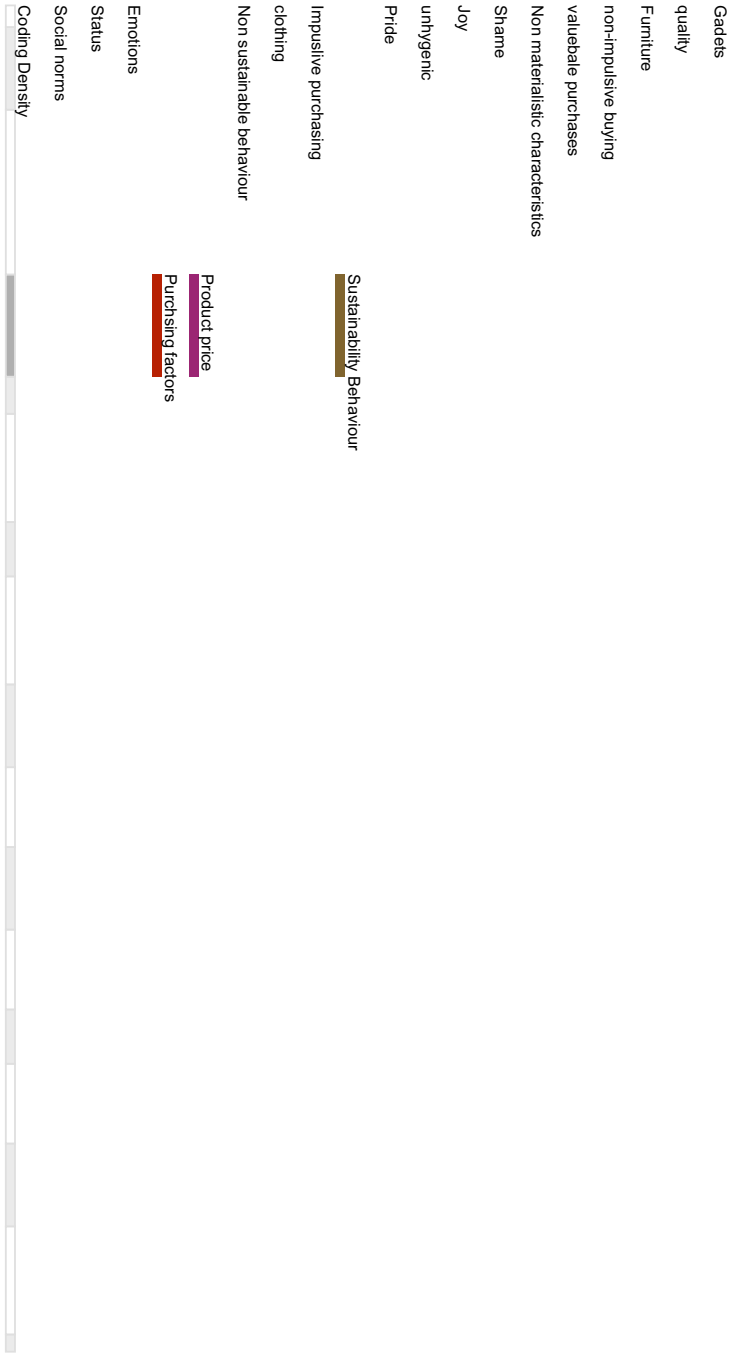
00:02:44
Speaker 2.3: Yes.

00:02:46
Speaker 1: And what kind of destinations can I think of.

00:02:50
Speaker 2.3: Yes, very different I like to go to South America, but also to Bali, for example to Asia. But also closer to home, Mallorca a few times, the Spanish islands.

00:03:05
Speaker 1: Yes, that's also kind of your preference and I can imagine with that kind of destination that you would travel by plane.

00:03:12
Speaker 2.3: Yes.



00:03:15
Speaker 1: Do you ever go by car on vacation or train?

00:03:17
Speaker 2.3: No, only within the Netherlands.

00:03:20
Speaker 1: Do you ever go on vacation within the Netherlands?

00:03:22
Speaker 2.3: What did you say sorry.

00:03:24
Speaker 1: Do you ever go by car within the Netherlands the vacation?

00:03:27
Speaker 2.3: Yes, yes, certainly also by train, home to the beach. Sometimes also just to Arnhem or Nijmegen near the Veluwe.

00:03:40
Speaker 1: Nice just for a weekend trip.

00:03:43
Speaker 2.3: Exactly.

00:03:44
Speaker 1: So you like that too, in addition to traveling far and wide.

00:03:47
Speaker 2.3: Yes, definitely already, and sometimes a night in the days when you could still go out. A night out in another city, we did that a lot with friends.

00:03:55
Speaker 1: Yes so the Netherlands is also a preferred vacation sometimes.

00:04:01
Speaker 2.3: And when the weather is nice.

00:04:03
Speaker 1: Yes.

00:04:04
Speaker 2.3: One of the reasons I do go far away on vacation is because of the weather often.

00:04:08
Speaker 1: Yes, looking for the sun.

00:04:11
Speaker 2.3: Exactly.

00:04:13
Speaker 1: And do you ever think about, when you go on vacation so often then, that you think: well actually, it's kind of bad for the environment, or I don't think about it that much.

00:04:24
Speaker 2.3: Yes, I can dwell now that that it can be bad on the environment only yes, I then put into perspective for myself that then other countries and other people are much less considerate. Then I wonder very much if that little bit I can do, actually helps is maybe a bad, but yes.

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Furniture
quality
Gadets

Non sustainable behaviour

00:04:46
Speaker 1: You make that comparison a little bit then.

00:04:49
Speaker 2.3: Yes, definitely.

00:04:51
Speaker 1: Do you think that maybe that will change in the future that that norm will change if we all go on vacation a lot, and fly a lot? Or do you have a sense that that's something that's going to be around for a long time.

00:05:00
Speaker 2.3: No, no, I think mainly that are more economical raw materials or fuel are used in the future, so that's taken care of for you. But I personally do think that I'm going to pay more attention to it myself.

00:05:16
Speaker 1: Yes, it is something that you do what you do.

00:05:19
Speaker 2.3: Yes.

00:05:21
Speaker 1: But the implementation of it you find difficult because yes a lot of people don't do it.

00:05:23
Speaker 2.3: Yes the implementation of that, yes, well, the implementation of course is a little bit related to with also the cost that it often entails. Well, yes and such hotel that can have everything eco and economical. Yes, that either doesn't have the luxury that expects especially of the vacation, or it's just too expensive.

00:05:44
Speaker 1: Yes, so those two do play a bit of a role that there's not really a middle ground then in it.

00:05:51
Speaker 2.3: Yes, exactly.

00:05:52
Speaker 1: Okay, um and you said that sometimes you do make a purchase impulsively, do you have, is that you come home and you think, oh God, why did I buy this, this was so unnecessary. This is such a misctake or I already have 30 of these.

00:06:08
Speaker 2.3: Yes, certainly I have had that at times.

00:06:11
Speaker 1: And what kind of products can I think of?

00:06:15
Speaker 2.3: Yes, that shoes is. I very implusively bought shoes two weeks ago also with some friends. And then they just don't fit, the foot is too wide. Yes, that that can happen.

00:06:31
Speaker 1: Does it happen often?

00:06:34
Speaker 2.3: Impulsive purchase though, now increasingly so. Ten years ago I bought 100

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boxes of party shooters from China. I try to sell those, because they were never sold in the Netherlands. Call it impulse buying, call it entrepreneurship. That's in there then.

00:06:54
Speaker 1: Is there yes, and then when you make a purchase like that, that you later think, oh God, why did I go and do this? Does that discourage you from then doing it again in the future or do you actually stop thinking about it so much.

00:07:09
Speaker 2.3: No, I'm more likely to think it next time better.

00:07:15
Speaker 1: Yes so you do porbably learn from it.

00:07:18
Speaker 2.3: Yes, definitely yes, I think you learn from that anyway.

00:07:21
Speaker 1: Yes and suppose you have bought something new that you are very happy with, for example what you mentioned earlier, your TV or your bubble bath. Do you then have that you like to show that to others and share with others of look what I bought?

00:07:38
Speaker 2.3: Not necessarily wanting to show, but wanting to share, indeed that you go play a game together on the playstation or if we go together with an evening give and dna in the jacuzzi.

00:07:47
Speaker 1: Yes.

00:07:49
Speaker 2.3: That does make me very happy, say, but.

00:07:51
Speaker 1: Yes, but not that you talk about it with a lot of people necessarily or on social media.

00:07:58
Speaker 2.3: No, not necessarily.

00:07:59
Speaker 1: No and do you ever have that when you buy something that you compare your own purchases to someone else's. That could just be in a positive way that you think; Oh, my neighbor also has a super nice hot tub, even though it has a lot more features. Or that maybe you then think a little bit of oh, his is actually better than mine and then become a bit sad.

00:08:21
Speaker 2.3: Yes, well what I do have is that i want of course I have at least as good a product as the neighbor. Well, my neighbor is not so important to me because I don't talk to him often, but I do talk to friends. Yes, that's just more of a joke. Of course, you have to feel comfortable with it. Yes, I often have that feeling if I like it myself, and it happens to be nicer than your friends'. But I think it's human.

00:08:56
Speaker 1: Yes, very occasionally I do compare with someone else.

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00:09:00
Speaker 2.3: Yes, there is definitely that comparison yes.

00:09:02
Speaker 1: Yes, and if other people started comparing themselves very much to your product, or what you bought, how would you feel about that?

00:09:12
Speaker 2.3: If that's what you're going to buy yourself?

00:09:14
Speaker 1: Yeah, or that maybe they show a little envy like look, he's got another one like this, it's much more expensive than mine.

00:09:22
Speaker 2.3: In that way, yes, I wouldn't worry about that for a second. But if they really like it themselves and then ask if they can buy it too, I would encourage that. I would only like that.

00:09:40
Speaker 1: Yes, do you like then that a little pride of the also happy that you like it too.

00:09:44
Speaker 2.3: Exactly yes.

00:09:47
Speaker 1: Um, and then again the last question, but have you ever, in the past or now, felt the need to buy something because of your environment? So when everyone has the latest iPhone, you think, I must have it too?

00:10:04
Speaker 2.3: No, I don't actually have that anymore than I did, maybe in my student days, but not for years now really. I actually just now really buy things that I really like and like myself actually.

00:10:17
Speaker 1: You sometimes say in your college days that you had then.

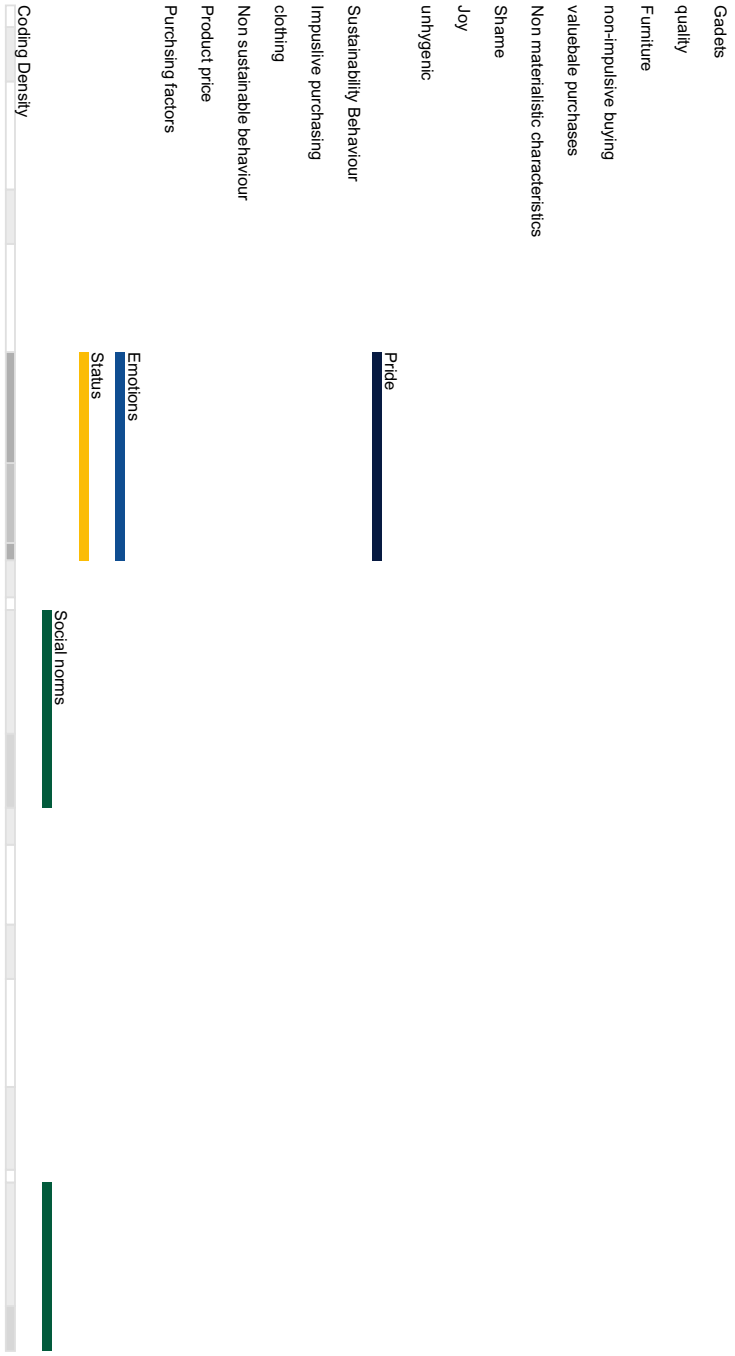
00:10:22
Speaker 2.3: But what was the question again?

00:10:24
Speaker 1: Buys something because you feel a little pressure coming from the environment to buy it too.

00:10:30
Speaker 2.3: Well, I do think we all have to deal with that I don't something that comes to mind do you have a few examples.

00:10:38
Speaker 1: Yeah, maybe with an iPhone, or maybe back in the day when everybody had certain Nike's, that you had to have those too because otherwise, you're afraid that maybe you don't belong.

00:10:49
Speaker 2.3: That that's definitely back in the day, back in the day yes but right now much less,



00:10:55
Speaker 1: More of more something from back in the day of do you younger, was.

00:10:58
Speaker 2.3: Exactly yes.

00:10:59
Speaker 1: Yes.

00:11:01
Speaker 2.3: For example, you want to belong or something like that

00:11:03
Speaker 1: Yes, do you still see it in your area yet, maybe in others that they might have.

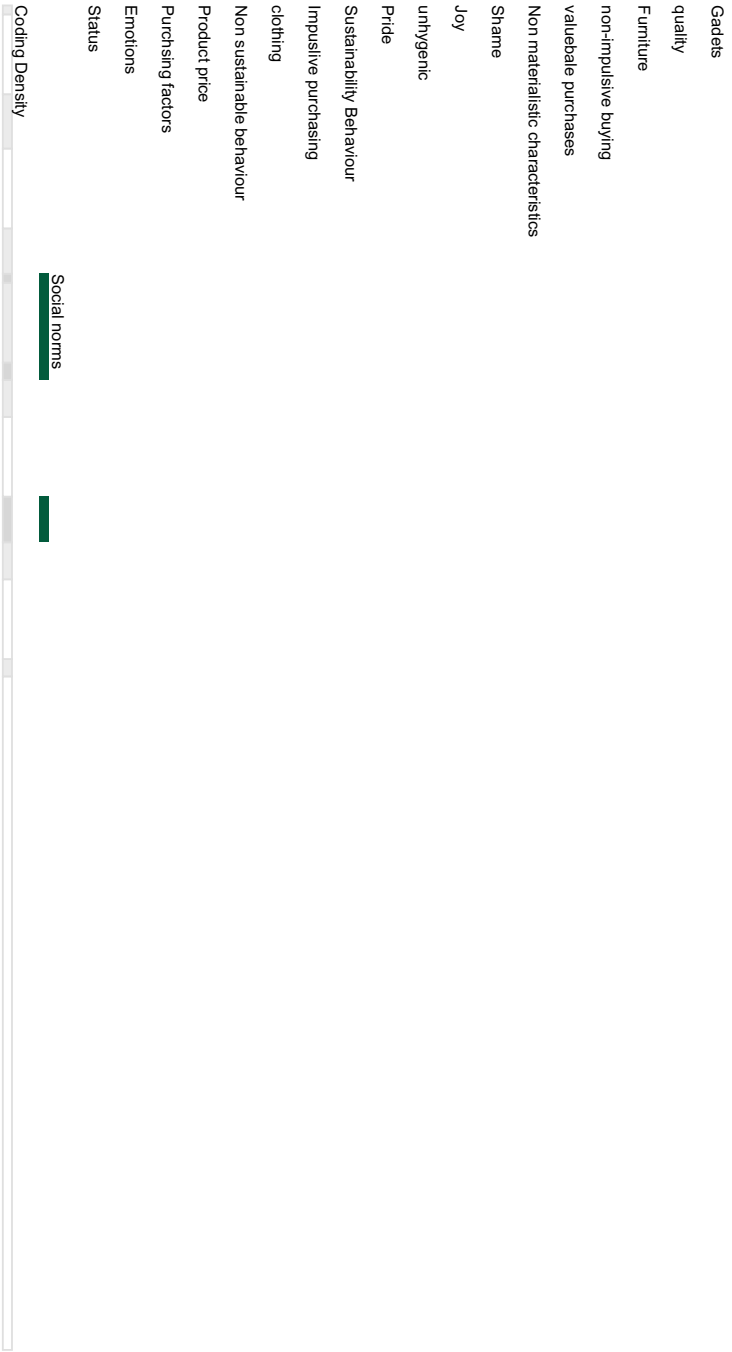
00:11:09
Speaker 2.3: Yes, well with some young adults who do want to belong very much.

00:11:20
Speaker 1: Okay, so you're still seeing it happen in itself, but to a lesser extent then.

00:11:24
Speaker 2.3: Then earlier yes, exactly as I think that as you get older, that that plays less of a role, say also the friend groups that you've created.

00:11:34
Speaker 1: Yes, okay all right, that was actually all the questions again.

00:11:39
Speaker 2.3: Well, what a pity, that was fun.



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Speaker 1: Thanks for letting me interview you, that helps anyway. al

00:00:02
Speaker 2.4: Yes no problem.

00:00:04
Speaker 1: The first question if you're okay with me recording it?

00:00:08
Speaker 2.4: Oh yes, fine.

00:00:09
Speaker 1: Until then I'll just send a, if someone can get me your email, then a form. That just needs to be from my study that you gave permission for the recording.

00:00:18
Speaker 2.4: That's fine. Yes no probelm.

00:00:22
Speaker 1: Yes, the interview starts with the eight a little introductory questions just about where you live and where you work. And then after that the questions are going to be about your purchases and what drives you to do that. And it's especially important that if you come up with something on a purchase that you've made or a story or something then please tell everything because that just helps with the research.

00:00:43
Speaker 1: Yes okay all right.

00:00:46
Speaker 1: But we first start with where do I live you?

00:00:50
Speaker 2.4: In Amsterdam.

00:00:51
Speaker 1: In Amsterdam.

00:00:52
Speaker 2.4: Do you need the address as well?

00:00:55
Speaker 1: No, just hear the place. And do you live in a house or in an apartment?

00:01:07
Speaker 1: In an apartment. With my sister.

00:01:07
Speaker 1: And this is what you rent, right?

00:01:10
Speaker 2.4: Yes. Yes we are renting.

00:01:11
Speaker 1: How long have you been living there?

00:01:14
Speaker 2.4: Well recently. It was one December.

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00:01:19
Speaker 1: Yes, really super recent.

00:01:20
Speaker 2.4: Yes almost two months now

00:01:22
Speaker 1: And completely satisfied?

00:01:25
Speaker 2.4: Yes definitely. It's a lot of fun.

00:01:28
Speaker 1: Yes. What made you guys move there?

00:01:29
Speaker 2.4: What are you saying?

00:01:29
Speaker 1: What made you move here that you went there?

00:01:42
Speaker 2.4: Well it was actually a bit of a coincidence. With her, things weren't going so well either. So we were all going to move or not. I wanted to go to Amsterdam anyway, so it was kind of convenient. I lived in Leiden before that.

00:01:55
Speaker 1: Also fun in Leiden.

00:01:55
Speaker 1: Yes actually very cozy still being able to live with my sister for a little while before that is no longer possible. So was just totally cozy.

00:02:02
Speaker 1: Yes, I also understand cozy indeed.

00:02:04
Speaker 2.4: Yes.

00:02:06
Speaker 1: And where is it again, in the Pijp right?

00:02:16
Speaker 2.4: Yes in the Pijp. Not that far from Roos. It's a couple of streets still a bit south of the Albert Cuyp so to speak. Two streets or so.

00:02:19
Speaker 1: Oh yes, but super nice location.

00:02:23
Speaker 2.4: Super nice really super nice. You have everything there of course.

00:02:27
Speaker 1: Yes, everything is really within walking distance.

00:02:29
Speaker 1: Yes! And where work.

00:02:39
Speaker 2.4: I work at CMS. That's a law firm in Amsterdam Zuid.

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00:02:40
Speaker 1: Oh, yes, and a word about vacations. How many times on average do you go on vacation per year if you don't count the corona year?

00:03:02
Speaker 2.4: Hmm. I think that would be two times on average. If it's really going to, if you're really thinking about foreign vacations, I'll also sometimes go away to a city for weekends.

00:03:08
Speaker 1: Yes. a small town trips.

00:03:09
Speaker 2.4: So then maybe just make it three.

00:03:12
Speaker 1: Three times yes, and how that usually to your destination by car, train or plane?

00:03:18
Speaker 2.4: Mmm, mostly by plane.

00:03:23
Speaker 1: Those were a little bit to the introductory questions and in terms of purchases like clothing and furnishings. Then when you go shopping, you feel like for the most part you can buy whatever you would like at the time.

00:03:41
Speaker 2.4: Yes. I do have that idea. I don't have that quickly that there are really limits to it.

00:03:45
Speaker 1: Yes. And what kind of things do you actually buy the most?

00:03:51
Speaker 2.4: I think most of the time clothes. And depending on the time because we just moved here of course I buy some more furniture. But normally if you've lived somewhere for a time and are a bit stetteld in then it's not so bad. Then I would be most clothing, normally.

00:04:08
Speaker 1: Yes.

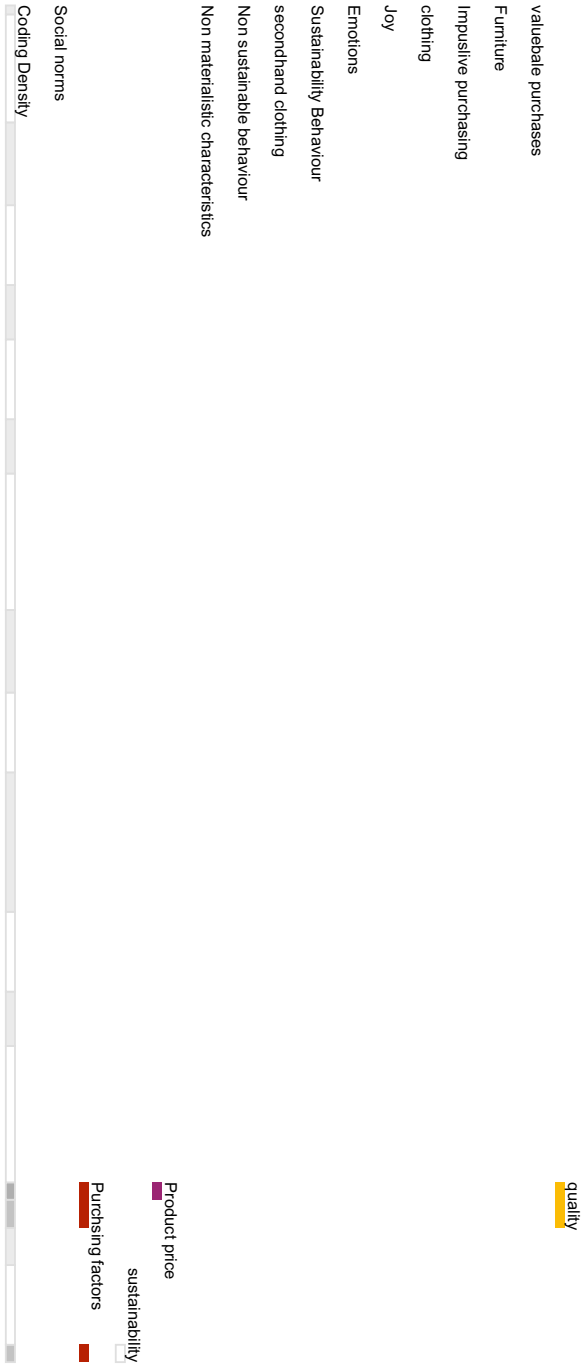
00:04:09
Speaker 2.4: Yes.

00:04:10
Speaker 1: And and suppose you're going to buy clothes, for example, but could also be with furnishings. What for, what do you look like when you go to buy something or what factors influence when you go to buy something?

00:04:27
Speaker 2.4: Naja the price of course. But also the quality, you don't just go into anyone's store naturally. Must be a bit of a brand that you know is good.

00:04:36
Speaker 1: Yes.

00:04:39
Speaker 2.4: I think anyway a kind of sometimes also sustainability. For example, at the



Bijenkorf if I know that one brand is better than the other I would be more likely to buy that I think. But that's kind of less of a factor.

00:04:53
Speaker 1: Yes, the one that plays a bit, but not as a main factor.

00:04:57
Speaker 2.4: No yes exactly.

00:04:58
Speaker 1: What do you think plays the most?

00:05:03
Speaker 2.4: What are you saying?

00:04:59
Speaker 1: What do you think plays the most role money or quality?

00:05:19
Speaker 2.4: Hmm yes. That's kind of in there I think. So yes money I guess. Otherwise you would buy everything you want. Money is the biggest factor though.

00:05:22
Speaker 1: Yes, and and why do you think money for you, does that prevail? Any reason for that?

00:05:43
Speaker 2.4: Well I think it goes both ways. if it's too cheap you have no confidence in it. And if it's too expensive you can't afford it so to speak. i think you're looking for a bit of a middle ground. In which you trust that it has a certain quality and which you think you can afford, something like that.

00:05:53
Speaker 1: Yes, bit of mid-range.

00:05:55
Speaker 2.4: Yes.

00:05:57
Speaker 1: And you mentioned maybe when you're at the Bijenkorf and you know a brand is better, do you have brand examples where you think well, this I really like more in terms of quality, price and durability or just in terms of quality/price ratio.

00:06:20
Speaker 2.4: Yes a moment to think. There are a lot of them, too. But in terms of environmental clothing, I know that Fillipa K is in a good position. But I also know that a lot of brands are thought to be environmentally friendly but that this is not the case at all. Not at all.

00:06:41
Speaker 1: Yes, and do you ever buy clothes there?

00:06:45
Speaker 2.4: Well it's not that bad not that much. It's also not quite my style or my thing is. But if they have that something similar to something else I would be more likely to buy there.

00:06:56
Speaker 1: Surely you would consider that.

00:06:58
Speaker 2.4: Yes, yes definitely.

00:07:00
Speaker 1: What do you think is your favorite store or stores?

00:07:02
Speaker 2.4: Pfoe that's a very tricky one.

00:07:08
Speaker 1: Or one that you think yes I do like to buy something there.

00:07:12
Speaker 2.4: Yes, um I would say the Stories anyway. Yes if I had to name one that I think I would buy often it would be that one.

00:07:32
Speaker 1: Okay. And can you tell me about a purchase that you've made that you value very much. What you value very much, doesn't necessarily have to be something very expensive or very recent, but.

00:07:45
Speaker 2.4: Yes don't know. Then maybe more art.

00:07:50
Speaker 1: Yes but you can name that, whatever purchase.

00:07:51
Speaker 2.4: Well I recently bought something from HK Living for the house.

00:07:57
Speaker 1: Yes.

00:08:02
Speaker 2.4: A kind of art object, and well I just like having that in the house. It's something you appreciate because you see it often, so to speak.

00:08:12
Speaker 1: Yes, so it does have a nice spot in the house as well.

00:08:15
Speaker 2.4: Yes, yes definitely.

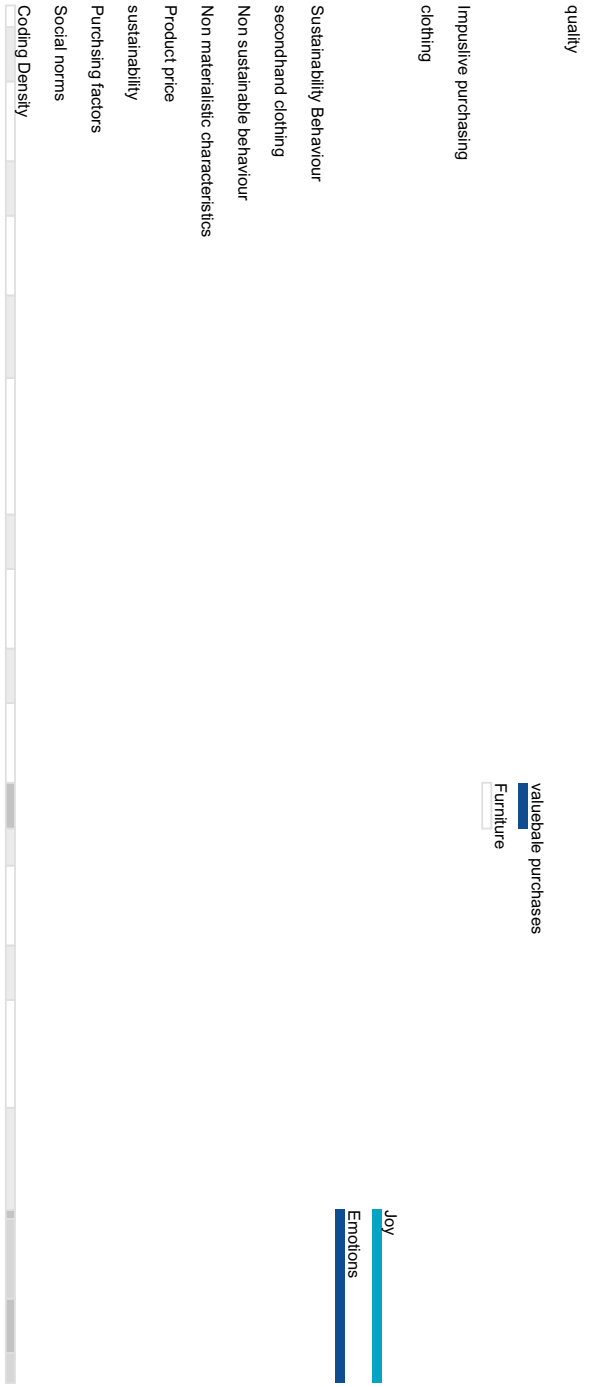
00:08:18
Speaker 1: And if you go back to the moment when you bought that. What did you feel about that or what emotions played the most? When you went to buy that.

00:08:30
Speaker 2.4: Well, I mainly have the feeling that if I like something, I have to have it. And look, if it's thousands of euros, of course not. But if I can afford it and if I have to save up for it, I will. But then again I like it when I can buy it.

00:08:51
Speaker 1: Yes, so especially very happy.

00:08:53
Speaker 2.4: Yes.

00:08:57
Speaker 1: And are you still not happy with that purchase, with your art work.



00:09:00
Speaker 2.4: Yes still.

00:09:02
Speaker 1: Do you think longer before you buy something like that, or is it more because you see it and think yes I want that one.

00:09:18
Speaker 2.4: Well that depends on the price for a while. But I do often know that I want to go and buy it. Whether it's a day later but yes. Usually I know pretty quickly if I'm going to buy it or not.

00:09:21
Speaker 1: So you've thought about it beforehand, and then, when you actually like it and it's all right, you buy it.

00:09:35
Speaker 2.4: And if it's, say, something of 50 euros I do do it faster than if something is a couple of 100 euros. But basically I do know very quickly. Bad qualities haha

00:09:44
Speaker 1: No. And imagine you find yourself in the situation where you, for example, could not buy your valuable object because you have decided of well I actually want to consume less or I do consume differently, so not really looking at a new things but maybe more to second hand. How would you feel about that?

00:10:10
Speaker 2.4: I think nevertheless also at first a pity. But I think that after that you also have a good feeling about it if you have made such a choice. Because, yes, and that is your own goal of course, because you set that goal yourself. I think that in the end you are satisfied with the fact that you have made that choice.

00:10:28
Speaker 1: Yes.

00:10:30
Speaker 2.4: If, for example, indeed your intention is well, I'll only buy two more things this month.

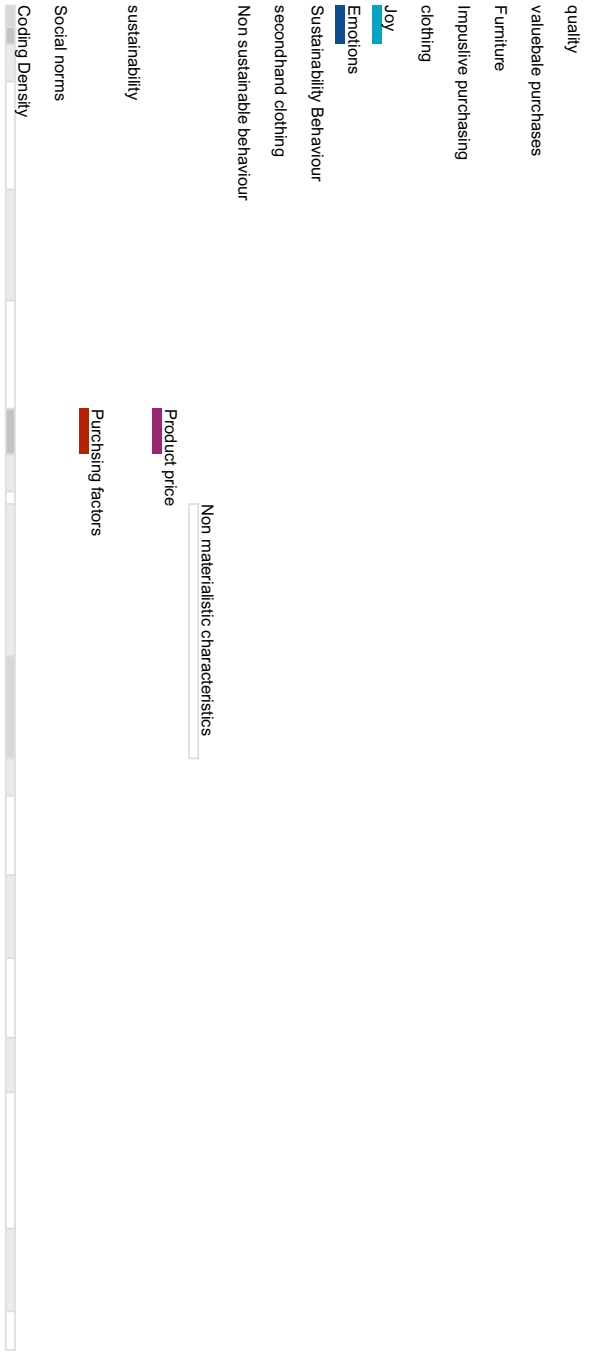
00:10:35
Speaker 1: Yes.

00:10:36
Speaker 2.4: I can imagine that you are then quite happy that you were able to resist.

00:10:41
Speaker 1: Have you ever been in such a situation that you thought, well, I really shouldn't buy so much anymore for whatever reason. Financial, say, but also environmental reasons, that you thought no, I'll do it anyway, but not.

00:10:55
Speaker 2.4: Yes in itself, clothing, well and interior less so. I do buy second hand clothing sometimes if I can of course.

00:11:04
Speaker 1: Yes.



00:11:08
Speaker 2.4: But I haven't really had a goal yet of setting a goal of okay, I have to be like I can only buy so many pieces a year that's not no, maybe that will come.

00:11:15
Speaker 1: But you say second hand clothing is that something you're open to or something you do buy from time to time.

00:11:25
Speaker 2.4: Oh sure yes. I do have two or three jackets that are secondhand. Are often very nice items as well. If you know a little bit where to go.

00:11:30
Speaker 1: Yes, certainly you can find beautiful, unique things right.

00:11:35
Speaker 2.4: Yes exactly and can also be very good quality. So that's what I like about it.

00:11:44
Speaker 1: And with furniture, how do you find that, for example, second-hand furniture.

00:11:52
Speaker 2.4: Yes a little bit because it is. I wouldn't be so quick to buy a couch or a bed second hand.

00:11:56
Speaker 1: No.

00:11:58
Speaker 2.4: Ehm yes well a sofa would be okay if you clean it well

00:12:03
Speaker 1: Yes.

00:12:06
Speaker 2.4: If it is then still good looking good or new. But besinds that I will buy everything I think.

00:12:11
Speaker 1: Yes, tables and chairs

00:12:13
Speaker 2.4: Yes exactly or lamps or something. It doesn't matter all that much.

00:12:16
Speaker 1: No, do you ever do that look on Marketplace for things like that?

00:12:21
Speaker 2.4: Mmm I do look at those kind of sites sometimes but kind of for the designer stuff you know. Often for things that are very expensive too or things that have to come from Sweden or something. It's not too bad. If I can find a good table somewhere at a thrift store that is but other than that not really.

00:12:47
Speaker 1: No, and of course you just moved now, so then of course you have to have new things. Also equipment, but also so furniture. And if you wouldn't look at secondhand, but you would look at how sustainable something is, so in terms of recycled materials, or is it energy efficient and less based on how fashionable it is, how would you feel about that?

00:13:13
Speaker 2.4: Well, of course that's a very good endeavor as well. I do think that if it's better material then we would do that. But I also think it's very difficult to determine when you have less understanding of it.

00:13:27
Speaker 1: Yes.

00:13:27
Speaker 2.4: Actually this too but always the question of what's in it and what kind of material is it. I think a lot of consumers actually don't know exactly what to buy then.

00:13:37
Speaker 2.4: No, you would actually want more information about that to be able to make those kinds of choices.

00:13:46
Speaker 2.4: Yes. Actually applies to clothing as well, is exactly the same.

00:13:48
Speaker 1: Yeah, that you der, just a little bit more explanation about it. I get that.

00:13:51
Speaker 2.4: Yes, exactly.

00:13:52
Speaker 1: Otherwise sometimes you also just take something at face value, when it may not be sustainable at all.

00:13:57
Speaker 2.4: Yes exactly.Then again, when I read an article of this is good and this is not. Then I think, it's just a question of whether it is. You have totally no guidelines from the government what is or is not responsible then.

00:14:11
Speaker 1: Yes, no, indeed, that's right and then you don't really get it at all.

00:14:15
Speaker 2.4: No.

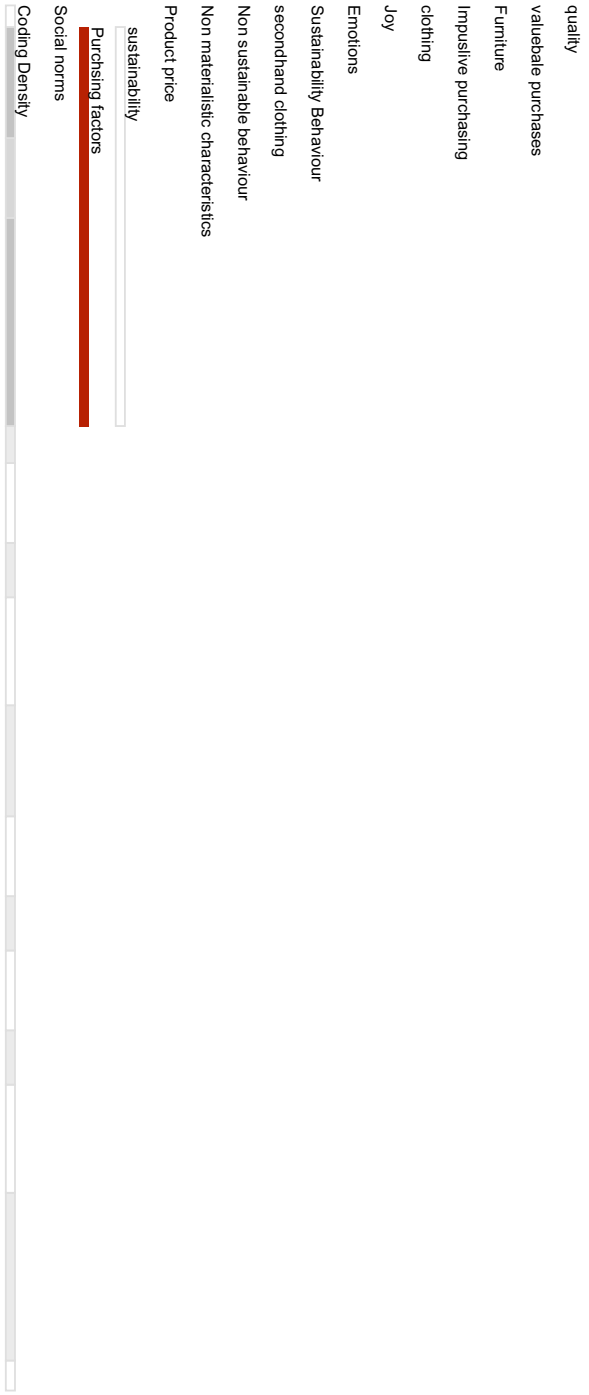
00:14:16
Speaker 1: Not a whole lot of information about it. That's a good one, though.

00:14:18
Speaker 2.4: Yes.

00:14:22
Speaker 1: And how often approximately do you go on vacation , you said that was three times. And what kind of destinations are they usually where you go?

00:14:30
Speaker 2.4: And well usually when we do indeed have a weekend or a few days then we go to something of a city. That's something like Barcelona or Lisbon or Berlin or something like that in Europe. And usually we also do a slightly longer vacation. Last year in December we went to Bali for example, so again a slightly further destination was super fun. And I think now the third is also something closer, so also just little European citie.

00:15:08
Speaker 1: Usually two what slightly more close to home and then one long vacation.



00:15:14
Speaker 2,4: Because you're also kind of dependant on your days off.

00:15:16
Speaker 1: That's also definitely true, that also plays into it. And then you usually go with friends or you said you go with your friend or with family?

00:15:25
Speaker 2.4: Usually with my boyfriend. And it depends a little bit on the year and how it all goes, but also on family vacations. And then it's usually Europe or a Greek island or something.

00:15:39
Speaker 1: Yes.

00:15:39
Speaker 2.4: Well a sunshine vacation.

00:15:42
Speaker 1: Usually do enjoy going to a warm country.

00:15:44
Speaker 2.4: Yeah sure, that anyway.

00:15:45
Speaker 1: Yes, and imagine, you would also be placed in the situation and you would then instead of going to, say, Greece or to Spain. would you go on vacation by car within the Netherlands? How would you feel about that?

00:16:02
Speaker 2.4: I think that can be pretty fun too. I think we just don't do that as often because we're just not used to it. But I think if you were to make a plan that that would be a lot of fun to hear, definitely.

00:16:18
Speaker 1: Yes. Do you ever think about it like yes actually it's kind of crazy that everyone just flies a lot, while it has such an, environmental impact.

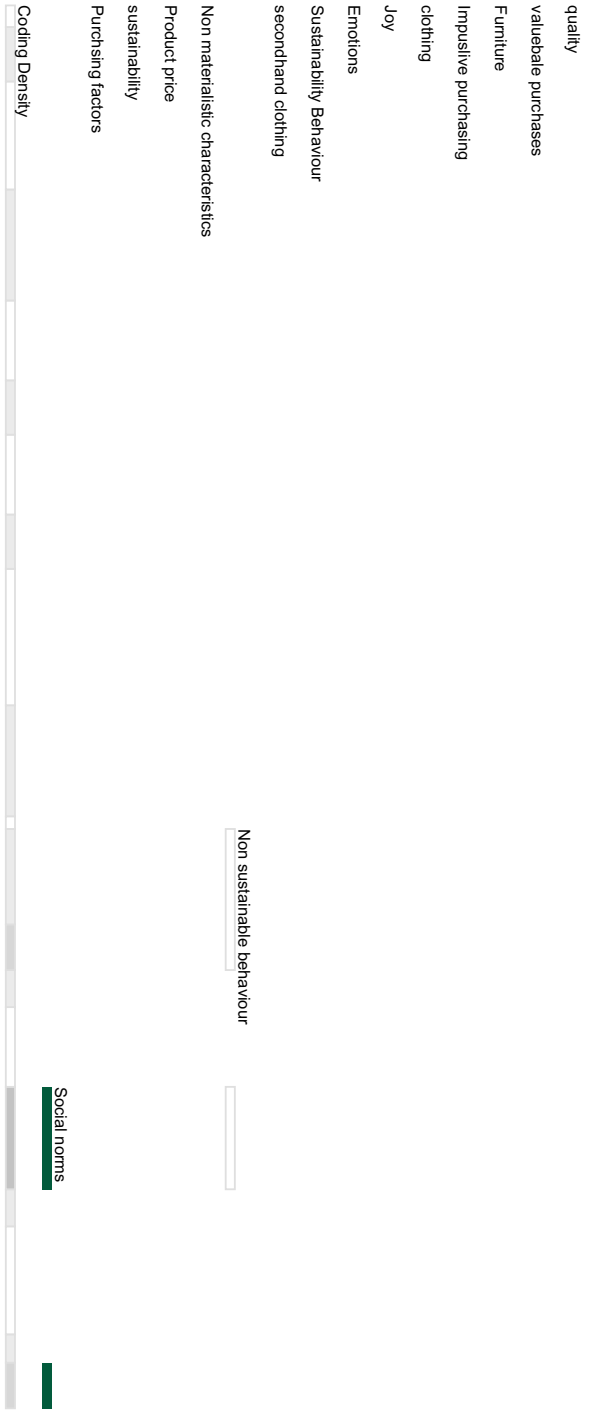
00:16:29
Speaker 2.4: Yes definitely. I just think that's so hard right now to then put that on top of your own vacation.

00:16:35
Speaker 1: Yes.

00:16:35
Speaker 2.4: I think then it's very difficult to make the choice, I don't have to do it for the environment so to speak. And then I always kind of think those three times I fly in a year. Of course that is very bad for the environment, but at the same time there are businessmen who fly that far every day. But yes that is very selfish but yes I think it is not worth it.

00:17:07
Speaker 1: Yes I understand. Because you think yes there, are indeed people who have what you do in a year indeed, maybe in a month in terms of flight hours.

00:17:14
Speaker 2.4: Yes and I think in itself also, that there will be new technology also like that. Then it can also get better again, actually I don't think we're going to fly less all together that, that's also almost not possible anymore in this society.



00:17:32
Speaker 1: No, you don't see that standard changing.

00:17:37
Speaker 2.4: No. Yes look unless for example meetings on the other side of the world, now also say on your computer done that can of course. But yes I think all that will remain a little bit.

00:17:51
Speaker 1: Yes Okay. Just again separate from the vacations hear, but do you have an example of some that you've done where you were like oh I didn't need this like this or I'm almost embarrassed that I bought the tenth white blouse again. Have you ever experienced anything like that?

00:18:15
Speaker 2.4: Yes, of course. For example, I bought something from Zara and then I think, "I don't need this," and I put it on.

00:18:21
Speaker 1: Yes.

00:18:22
Speaker 2.4: And then I do indeed think afterwards oh gosh why.

00:18:23
Speaker 1: Does it happen often?

00:18:31
Speaker 1: No that actually no.

00:18:31
Speaker 1: No, that's better though.

00:18:35
Speaker 2.4: It's often things, one specific that you think I still need something for that night or for that party that then kind of,

00:18:42
Speaker 1: But he says that does happen sometimes. Indeed and but would you then discourage, if afterwards so you think of oh I have so this was bought for one night and now I never put it on again. Does that discourage you from doing it again or is it something that could happen again?

00:18:58
Speaker 2.4: Well, I think so. I'm already doing a lot less now than I did two years ago, for example. Whereas now I can afford it a lot more. So is do make some more conscious choices than I did then for sure.

00:19:16
Speaker 1: Yes, I'll think about it again.

00:19:18
Speaker 2.4: Yes then I still think I learned from it.

00:19:18
Speaker 1: Yes, but that's okay anyway.

00:19:26
Speaker 2.4: Yes haha definitely.

00:19:26
Speaker 1: And do you also when you then buy something new, for example, that you like to show it to others or share with others like oh I bought a new, I don't know bicycle or a dress.

00:19:40
Speaker 2.4: Yes, it depends a bit on what it is. I think if I find a nice dress that I like, I'll send it to my friends or something.

00:19:44
Speaker 1: Yes.

00:19:46
Speaker 2.4: Not always but, I can imagine. For example for the rest it's not too bad. Yes furnishing I would then send to Bregje but not for the rest.

00:20:01
Speaker 1: And when you share something with someone, are there reasons for it or certain emotions that you feel about it or and what plays into it that you think or I really want to show it.

00:20:12
Speaker 2.4: I think that if you want to show something, then of course you mainly want confirmation from someone else. So then it's also nice if the other person also thinks, "Oh, super cool. But for the rest, yes, just happiness, I think, that you bought it.

00:20:31
Speaker 1: And do you ever have that you can, both positively and negatively, but compare your purchases to someone else, so of oh, but your dresses are of better quality, or that you just think of oh yes, nice your dress is nice too or something like that.

00:20:46
Speaker 2.4: Yes don't actually compare that quickly. Also because that's all just different. So no I actually don't have no.

00:20:57
Speaker 1: Your are not so concerned with it then.

00:20:58
Speaker 2.4: No actually.

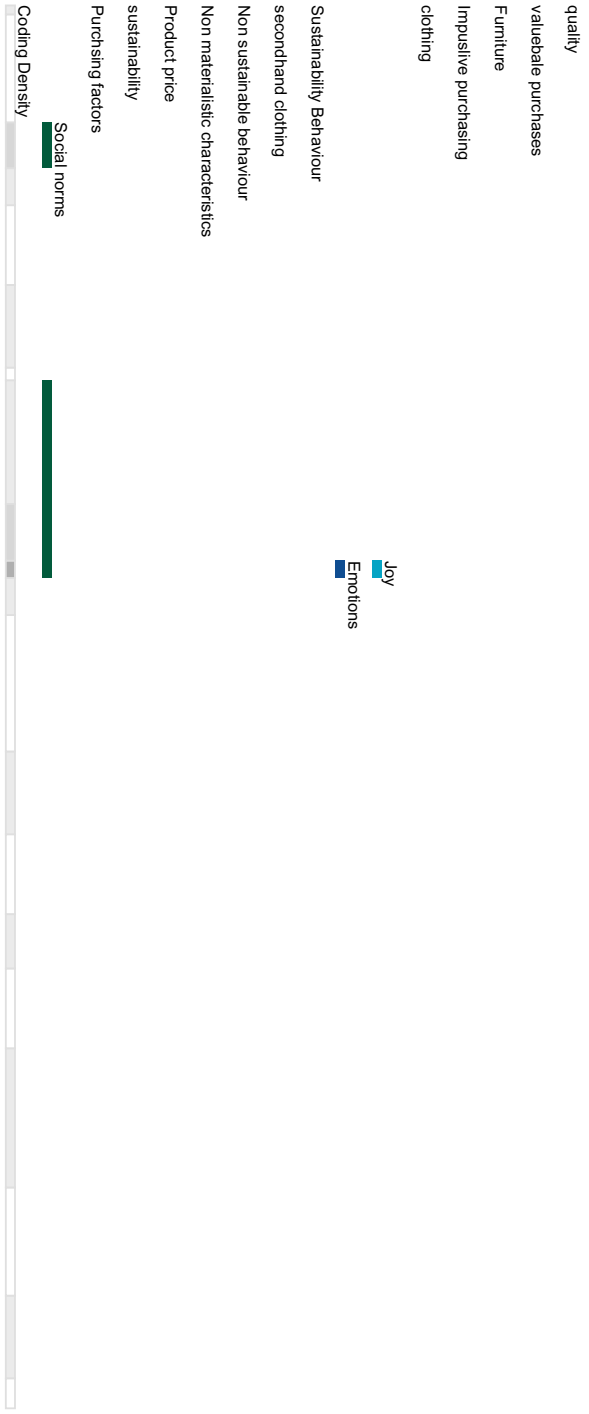
00:21:00
Speaker 1: No, is, there a reason for that or is it unconscious?

00:21:15
Speaker 2.4: Yes, I think that when it comes to clothing, I make my own choices. Independently of what anyone thinks, yes, that doesn't matter much to me. And yes further in terms of furnishings or something else I would indeed rather show it to my parents or Bregje. And if they do not like it then you do not see it but for the rest, yes.

00:21:38
Speaker 1: Other than that, not so much, yes. And how would you feel if other people did very much compare their purchases with yours?

00:21:53
Speaker 2.4: Yes, it depends a bit. If they do it themselves and it doesn't bother you too much, it's not so bad.

00:21:58
Speaker 1: No.



00:21:59
Speaker 2.4: But if that comes to you in a negative way that's not nice no.

00:22:03
Speaker 1: No, with a kind of envy.

00:22:06
Speaker 2.4: Yes exactly.

00:22:08
Speaker 1: Would that then affect what you buy, do you think in the future when people do that.

00:22:12
Speaker 2.4: Mmm I don't think so. I don't think you have any influence on that yourself.

00:22:16
Speaker 1: No.

00:22:18
Speaker 2.4: That's up to the other person then, indeed yes there's not much I can do about that.

00:22:21
Speaker 1: No, it would kind of pass you by.

00:22:25
Speaker 1: Yeah yeah sure.

00:22:28
Speaker 1: And then actually the last question is, have you ever felt the need to buy something because of your environment, so that you feel a kind of pressure to also buy the latest Iphone when everybody had the latest iPhone, so to speak.

00:22:49
Speaker 2.4: I don't really have that problem, haha. Well look I can imagine, indeed, I am someone who when I see a nice piece of clothing that I think of that I also want to buy. But not from group pressures or "okay, everyone has that so I must have it too" no.

00:23:07
Speaker 1: Imagining that other people have that, or maybe you've experienced something like that in the past?

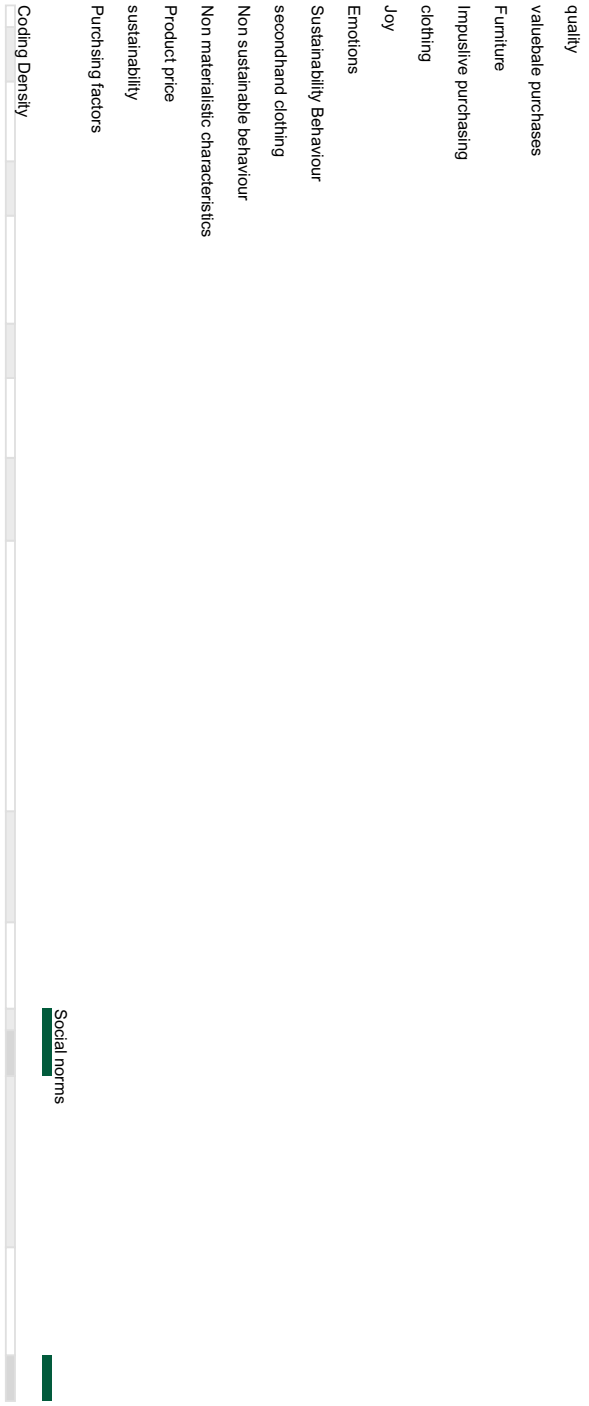
00:23:12
Speaker 2.4: Mmm, yes I definitely do think others have that. So you certainly have that with the iphone with the latest release you obviously have that very much with things like that.

00:23:23
Speaker 2.4: Yes.

00:23:25
Speaker 2.4: I certainly think there is.

00:23:27
Speaker 1: Yes, do you have any idea why that say, why in society people might feel a pressure?

00:23:38
Speaker 2.4: I think then also people who compare themselves to other people. And looking at me then it doesn't matter that much and has less effect than maybe on someone else. I



can imagine that if you do have that and so if you make those comparisons that you would like to buy certain those things if you can.

00:23:57

Speaker 1: That you then feel a little less happy with your own stuff, because so you are also comparing to someone else.

00:24:05

Speaker 2.4: Yes exactly. that if you have the old version that then you think shit I must have the new one something like that.

00:24:08

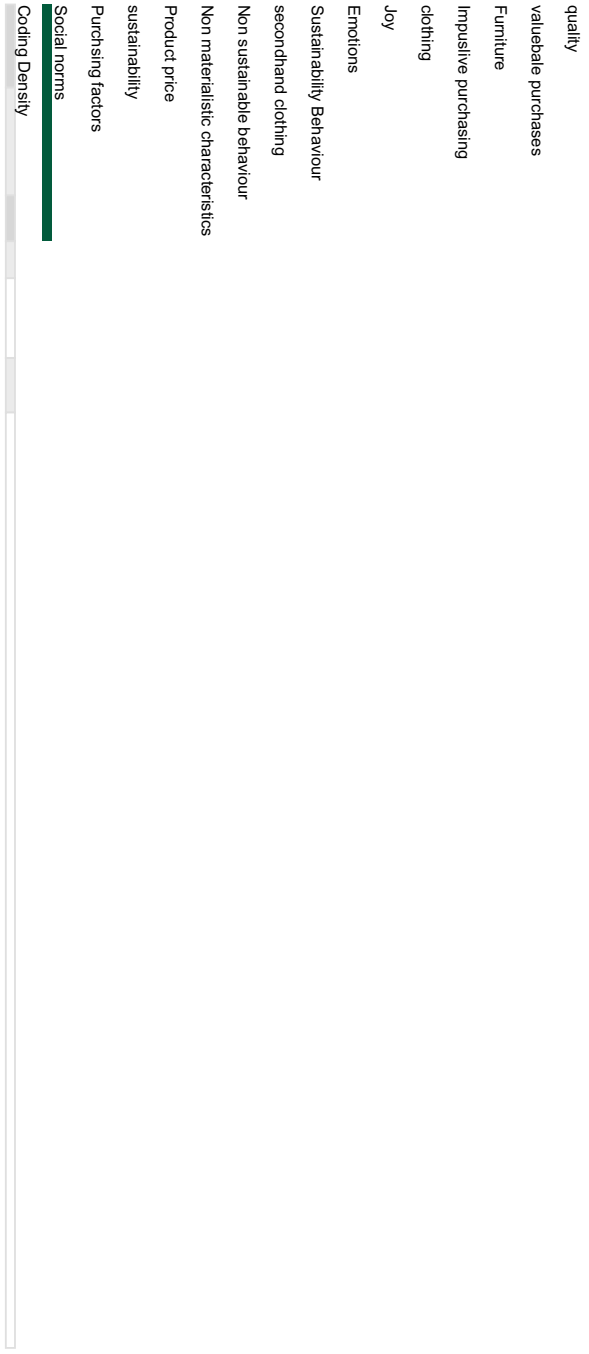
Speaker 1: Yes, if you're a little bit sensitive to that.

00:24:09

Speaker 2.4: Yes definitely yes.

00:24:13

Speaker 1: Okay, all clear. Well, that was actually all the questions again.



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Speaker 1: The interview consists of eight, just introductory questions is so where you live where you work and then there are 20 questions so about your purchases and what factors are important there.

00:00:11
Speaker 2.5: I'm actually curious myself now too.

00:00:15
Speaker 1: But anyway, first of all, where do you live?

00:00:18
Speaker 2.5: In Noordwijkerhout.

00:00:21
Speaker 1: And where do you work?

00:00:23
Speaker 2.5: I work at safe home work and I work at center sexual violence.

00:00:31
Speaker 1: And on average, how often do you go on vacation per year?

00:00:36
Speaker 2.5: That's tricky, bought a house last year, is really representational.

00:00:40
Speaker 1: No, but just kind of averaged over the last five or ten years or so.

00:00:45
Speaker 2.5: Yes one time.

00:00:47
Speaker 1: And then how do you usually travel to your vacation destination by car, train or plane.

00:00:52
Speaker 2.5: By car.

00:00:54
Speaker 1: And what kind of you live in a house? Still said huh?

00:00:58
Speaker 2.5: yes

00:00:58
Speaker 1: And did you guys buy that?

00:00:59
Speaker 2.5: Yes

00:01:02
Speaker 1: And how long have you been living there?

00:01:04
Speaker 2.5: Since September this house.

00:01:07
Speaker 1: And what was the reason you moved those there.

Coding Density
Emotions
Sustainability Behaviour
Second hand furniture
Pride
Shame
non-impulsive buying
Social norms
Non sustainable behaviour
prefers new
Purchsing factors
quality
Non materialistic characteristics
Gadets
valuebale purchases

00:01:10
Speaker 2.5: Bigger home. We come from apartments and now we are two under one roof.

00:01:16
Speaker 1: Some more space.

00:01:19
Speaker 2.5: Exactly.

00:01:20
Speaker 1: Okay, those were kind of the introductory questions.

00:01:24
Speaker 1: Then in terms of purchases and then looking mainly at clothing and furnishings, so non-food items. Do you feel that most of the time when you go shopping or need something new that you can buy it?

00:01:37
Speaker 2.5: Ehh yes

00:01:40
Speaker 1: And what factors do you think are important or influential when you go to buy something? So thinking about the quality or a brand or the price or known.

00:01:51
Speaker 2.5: I usually look for you for example for now in the house. That's what we want, really just want good quality products that are durable, long lasting I think is also important and I don't think it's affordable anymore. So now it's for example for furnishing, then it's really just solid and lasts a long time.

00:02:09
Speaker 1: Yes.

00:02:10
Speaker 2.5: Yes, also style and so naturally how good it looks.

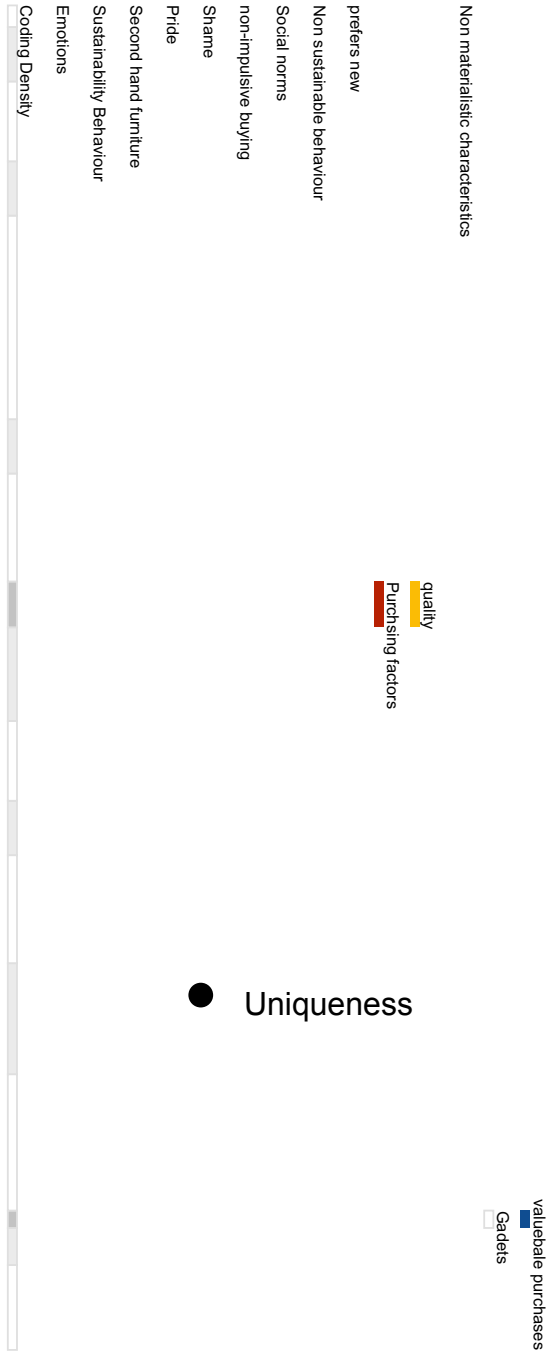
00:02:15
Speaker 1: Ehm you said I think just now, but then why are these things important to you, because you want it to last.

00:02:24
Speaker 2.5: I don't like, yes, that sounds strange, but I don't like the standard things that everyone has. I do like to have something that is different, you might be exclusive because of that and also just when you buy something that I like is just always going to last.

00:02:42
Speaker 1: That you do look really that you do have good value for money, so to speak. And then maybe you can tell about a purchase that doesn't necessarily have to be recent, but a purchase that you really value or really appreciate.

00:02:57
Speaker 2.5: Eeh jeez, yes my car for example.

00:03:05
Speaker 1: Yes that is an important purchase though. And how did you feel when you bought it.



00:03:08
Speaker 2.5: That was quite happy it also quite proud, It's a car that I also saved for a while say, but.

00:03:13
Speaker 1: Yes.

00:03:15
Speaker 2.5: Was very happy with it.

00:03:16
Speaker 1: Yes, I understand that is also a nice purchase.

00:03:18
Speaker 2.5: Yes and still.

00:03:20
Speaker 1: How do you feel about that now? So still very happy.

00:03:23
Speaker 2.5: Very satisfied.

00:03:24
Speaker 1: Yes, and you say you saved up for a while and you're still very happy and proud of it now. And in what way would this then influence your future purchases? Suppose you make another big purchase.

00:03:39
Speaker 2.5: I do know more now, I maybe a little age or something, but I'm more like now I'm better off waiting a little longer and actually buying something, which is good instead of just buying something. If you know what you can get at that time, it's better to wait a little bit longer.

00:03:57
Speaker 1: Yes so that you save up for it, think about it a little bit better.

00:04:01
Speaker 2.5: That's and also more research is also done on something like a car.

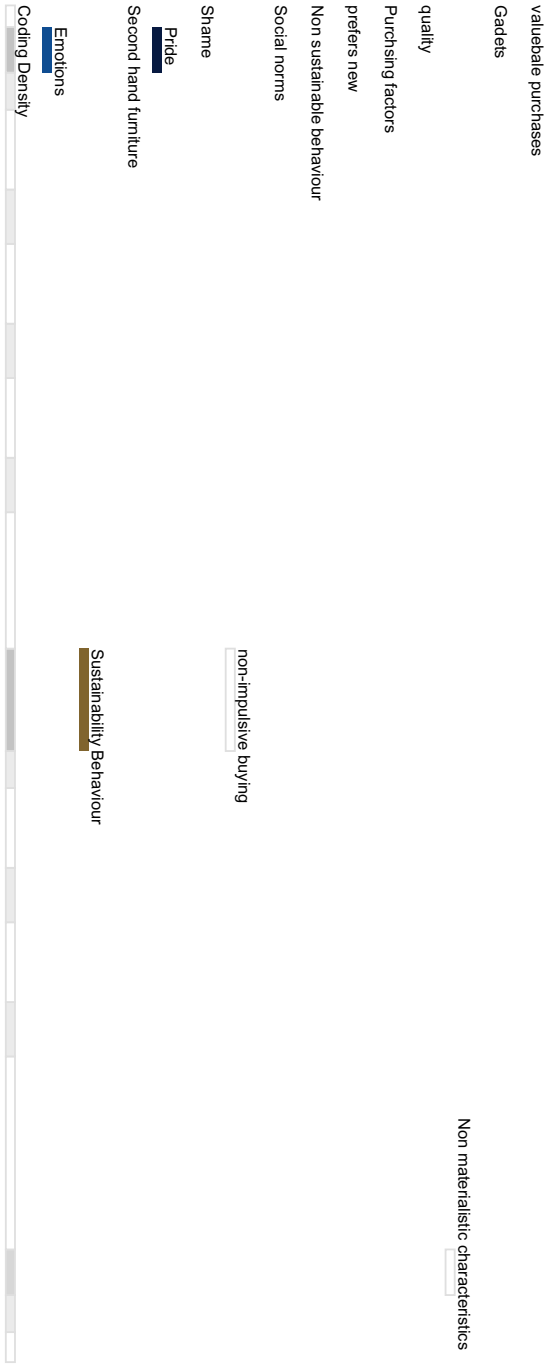
00:04:04
Speaker 1: Yes, that you have all the information about it.

00:04:07
Speaker 2.5: Yes.

00:04:09
Speaker 1: And suppose you were to lookto in the future, maybe with a car then it's kind of a tricky example, but for example with the new couch or something. And you would think well I actually want to consume less and you would therefore not be able to make that valuable purchase. Or that's just the situation that it's not possible then. How would you feel about that?

00:04:32
Speaker 2.5: Yes, not annoying, you know. If it can't be done for a while then it can't be done, comes again after that.

00:04:37
Speaker 1: Yes. Then you wouldn't mind or be annoyed.



00:04:40
Speaker 2.5: No way, you don't have to be right all the time, huh what you want.

00:04:45
Speaker 1: Can wait a little longer.

00:04:46
Speaker 2.5: Yes.

00:04:49
Speaker 1: And regarding other example about second hand clothes, suppose you were to buy second hand clothes instead of new clothes, how would you feel about that?

00:04:58
Speaker 2.5: Oh wow I never do that

00:05:02
Speaker 1: No need to if you say I don't like that.

00:05:04
Speaker 2.5: Just thinking, yeah, don't know, I would with second hand clothes wouldn't be so quick to buy or anything? I don't know either, sit down and think why.

00:05:14
Speaker 1: Your preference is just to go to new.

00:05:17
Speaker 2.5: yes new, I feel slobbery or gross. Sounds weird but it is.

00:05:21
Speaker 1: No so many have.

00:05:24
Speaker 2.5: You have those people who go all out looking for second hand or something but no, I don't know. I like clothes just I to be new. I like it anyway actually have stuff at all that's just a new. Oh how awful.

00:05:33
Speaker 1: And that not at all it is your opinion thats fine.

00:05:37
Speaker 2.5: Except furniture I don't mind that.

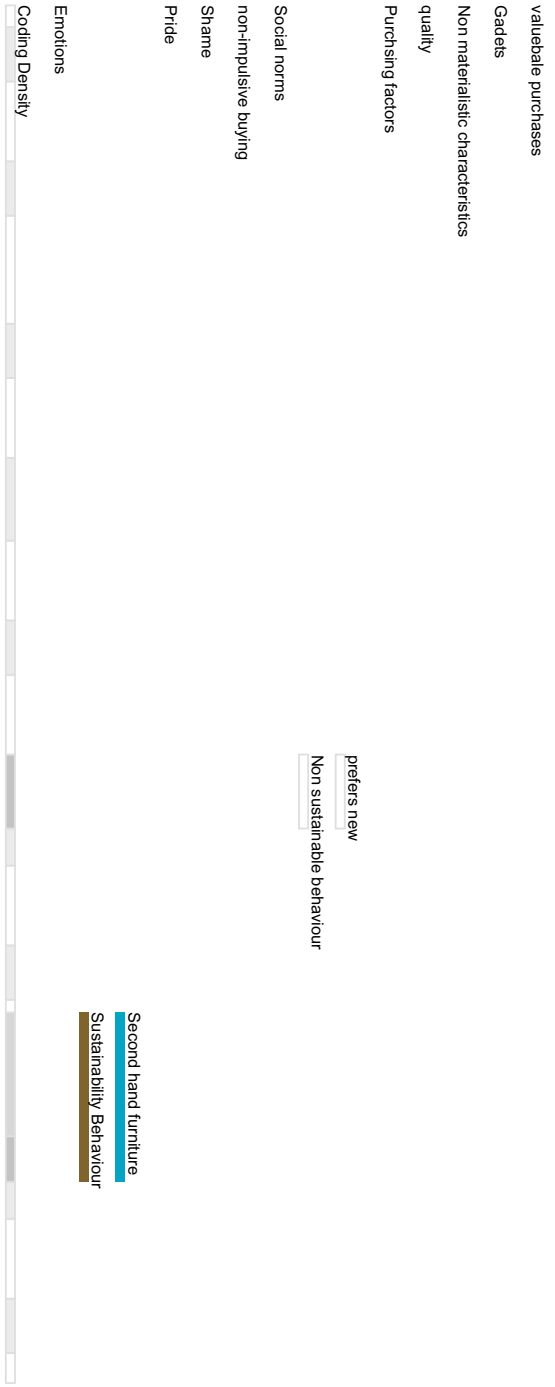
00:05:42
Speaker 1: That is actually the next question: suppose you were to buy furniture and appliances second hand or look at are they energy efficient recycled materials and not necessarily based on how fashionable it would be. How would you feel about that?

00:05:57
Speaker 2.5: But that's what I do with furniture, anyway, often real for that and I still feel good about that. You know, then you give about something of second life.

00:06:07
Speaker 1: And then you do value that that you do that, that's kind of important.

00:06:13
Speaker 2.5: Yes.

00:06:14
Speaker 1: Okay, and could you maybe give an example just to the other direction of a



purchase that you're ashamed of. So then you can think of something that you really didn't need at all. Or there something that maybe you already have 30 of it, but you necessarily wanted the thirty-first, kind of a miscue or something along those lines.

00:06:36
Speaker 2.5: Yes look very, well, I hope, that's very, but I do buy, for example, pants or clothes, I don't fit at all because I want to lose a lot of weight first. But I think it's so beautiful or something. Then I buy it just as motivation, then it's just in a closet, so then I really think why did I buy that.

00:06:58
Speaker 1: You didn't actually need that one, but it was kind of a motivational ount.

00:07:00
Speaker 2.5: Yeah I am like I'm just going to do it, because I think it's really nice, yeah, I don't know is kind of funny.

00:07:10
Speaker 1: So mostly with clothing, actually.

00:07:14
Speaker 2.5: Yes other than that I really don't have that with anything at all.

00:07:17
Speaker 1: And the question then is, what factors influence this then and so that it's a kind of motivation that you like it.

00:07:24
Speaker 2.5: Yeah, and then I see something and I just really like it. Then I think. Yeah, I'd like that too or so I just buy it and then I just go and do my best and fail.

00:07:33
Speaker 1: And then it's kind of lying around gathering dust.

00:07:37
Speaker 2.5: Yes, I really by now have three l pants also really expensive pants really you know.

00:07:43
Speaker 1: And how, to what extent would this feeling tell you that, already having three pants, But then how in far would this feeling discourage you from making another similar purchasing decision?

00:07:53
Speaker 2.5: Yes, I do have them now really a few times that I then see those pants. And then I think. Yeah, no, I'm not really not going to do it again.

00:08:00
Speaker 1: No, so it does discourage you.

00:08:02
Speaker 2.5: Because I'm like yeah, I'm actually not using at all yet, so to speak.

00:08:06
Speaker 1: Discouraging so for in the future think that maybe you would give it a second thought

00:08:10
Speaker 2.5: Yes

00:08:18

Speaker 1: And suppose in the future, a situation would occur, and it could really be for all kinds of reasons it could be financial. It could also be that so you want to consume differently or less and you wouldn't be able to buy something new because of that. So not a new phone or new shoes. Would you do this would then embarrass you and also towards others would you feel uncomfortable with that?

00:08:40

Speaker 2.5: No, no, not that. No.

00:08:42

Speaker 1: Why wouldn't you feel that? Is there a reason for that.

00:08:46

Speaker 2.5: I did have a period where things were very tight financially, and then you know, you can't buy the latest things. But that's just the way it is, you just have to accept it.

00:08:57

Speaker 1: Yes.

00:08:57

Speaker 2.5: That's not something I'm ashamed of then. Not going to tell everyone or anything that you're struggling financially, but also not ashamed of it either.

00:09:04

Speaker 1: No and suppose you would choose instead not to look at it financially, but so you say, well, I'm doing more sustainable, going to live and I'm not going to buy that new Iphone. How would you feel about saying that to other people then?

00:09:22

Speaker 2.5: Well, I think that's a good thing anyway, because about sustainability is important must say that I haven't delved into it enough. I should do it more, I think, but yes, I do think it's important, for example, if I sometimes see, you feel, clothing brands that are not very sustainable, or that, for example, use a certain fabric, which is biologically ecological, cotton.

00:09:45

Speaker 1: Yes.

00:09:46

Speaker 2.5: Yes, I think that's important me too then.

00:09:50

Speaker 1: So you wouldn't mind that very much even in a moment like that.

00:09:55

Speaker 2.5: No, you don't.

00:09:57

Speaker 1: And then the last couple of question are actually about purchases compared to people around you. So if you buy something new, for example than your new car, you have, then would you like to share that with others?

00:10:11

Speaker 2.5: Well only with my family, but for example with parents and brothers and sister or something, but otherwise I don't have to put it on Facebook.

00:10:19

Speaker 1: Not on social media. No.

Coding Density
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Non sustainable behaviour
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00:10:21
Speaker 2.5: No, I don't have much o that anyway.

00:10:25
Speaker 1: And with you say maybe with your parents with your brother, or with your sister, why do you want to share that? Do you have certain redev, much like or are you, what do you feel about that?

00:10:38
Speaker 2.5: Well, I jest a difficult question. Mmm. Well, for big things, for example, like a car pretty nice to show once: look, you put effort, in and time and just saved up for it, nice to show that of look. This is what I got in return.

00:10:54
Speaker 1: Yes, it is kind of pride.

00:10:56
Speaker 2.5: Yes.

00:10:59
Speaker 1: And would you ever compare your purchases, to someone else's.

00:11:03
Speaker 2.5: No, no.

00:11:05
Speaker 1: Why not.

00:11:07
Speaker 2.5: I don't think it's that necessary, because you just have to be yourself I - I can't look into somebody else's wallet. Someone can be very fond of a very nice luxury stuff and I don't like it, yes, that's possible. I don't feel the need to say well mine is better or or I don't know.

00:11:22
Speaker 1: No, you also don't have that you then start thinking for yourself of oh, the neighbor. she has something like that, but I have something like that.

00:11:28
Speaker 2.5: No, really not at all really not at all bothered.

00:11:30
Speaker 1: No, well just fine, but suppose you had a neighbor and she would very much compare her purchases with you and it could be that she would then express it to you, or not, or just that someone would then that you might that by that someone very much compares their purchases with yours. How would you feel about that?

00:11:50
Speaker 2.5: That will irritate.

00:11:52
Speaker 1: Yes.

00:11:53
Speaker 2.5: Because I have them then very much like stay, just do your own thing, that's just fine. Why? Why do you have to compare that? Coincidentally that you know just now we have of course, we do have nice house now and sometimes some people then with family or so who then go quite a bit, a little envy you notice or so that? I find that so irritating. I can't, what are you meddling with?

00:12:17
Speaker 1: I understand that and so would this affect your purchases?

00:12:23
Speaker 2.5: No, not at all no.

00:12:28
Speaker 1: And then already to the last question. Have you ever felt the need to buy something because of the environment, like well, everyone has a latest iPhone, so I should also have the latest Iphone.

00:12:42
Speaker 2.5: I get the opposite. I don't need that at all then, yes, no.

00:12:50
Speaker 1: And why is that, is there a reason for that?

00:12:54
Speaker 2.5: Yeah, that might be a little common. I don't like what everybody else is doing. Why do I have to participate in that? That makes me a little rebellious.

00:12:59
Speaker 1: Rather your own thing then.

00:13:01
Speaker 2.5: Yes, very weird very funny this actually.

00:13:04
Speaker 1: But could you suggest, for example, that other people did experience that.

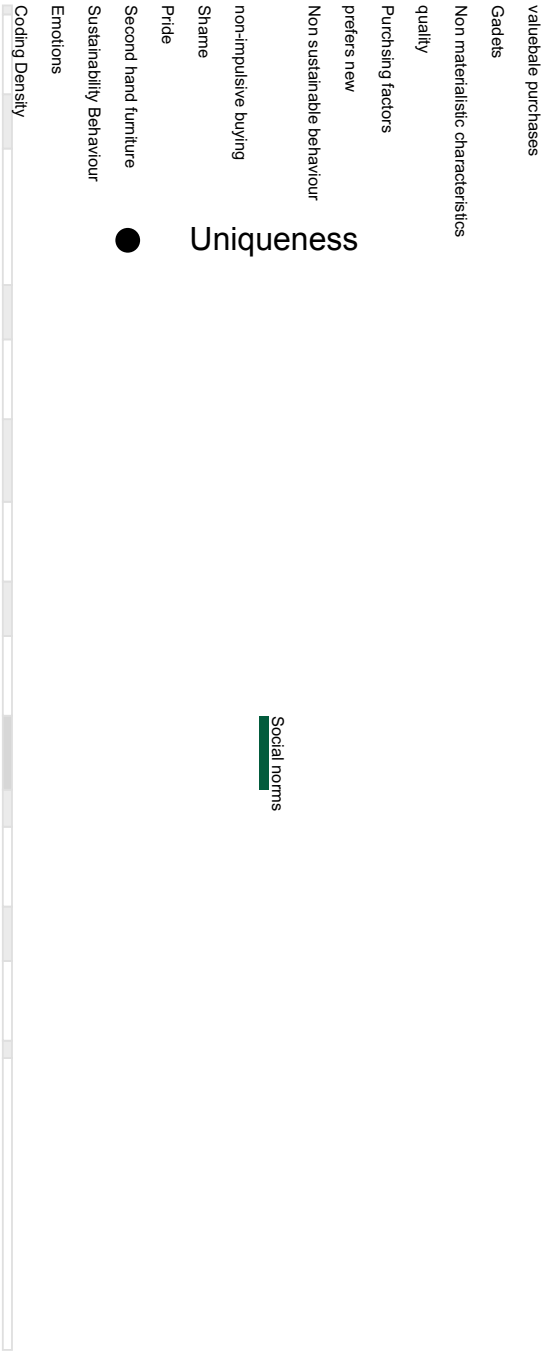
00:13:09
Speaker 2.5: Yes, but I can imagine it. I see that a lot more in my work too, especially people who are already in debt and they necessarily want than whatever everyone else has too to be part of that. You see it does happen a lot.

00:13:22
Speaker 1: But you can yourself, you haven't experienced that so much

00:13:26
Speaker 2.5: And, no,

00:13:28
Speaker 1: Okay. Well all right, that was already

00:13:30
Speaker 2.5: Okay quickly yes, was very funny though.



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Speaker 1: But totally fine, thank you very much, again.

00:00:02
Speaker 2.6: Of course.

00:00:03
Speaker 1: The interview consists of eight little introductory questions about going to where you live, where you work and then there are and 22 questions about your purchases, because you have a company there what you feel about that, but feel free if you have examples of something or think of something during a question to just name it, because that can really only help me.

00:00:26
Speaker 2.6: Absolutely right.

00:00:26
Speaker 1: First of all, I want to ask if you're okay with me recording it?

00:00:30
Speaker 2.6: Sure.

00:00:31
Speaker 1: Great. could I maybe have your e mail then. Then I will send you a form afterwards. I have to take a moment from my study to say that I asked your permission for the recording.

00:00:44
Speaker 2.6: abbygeerlings@hotmail.com should be, can also app you it might be easier.

00:00:53
Speaker 1: Oh yeah, but I already have em so that's totally fine. But first of all, where do you live?

00:01:04
Speaker 2.6: In leiden.

00:01:05
Speaker 1: And where do you work.

00:01:09
Speaker 2.6: In the AMC Amsterdam medical center in Amsterdam.

00:01:13
Speaker 1: Oh yes, what are you doing?

00:01:13
Speaker 2.6: Co-schappen.

00:01:13
Speaker 1: Are you having fun?

00:01:22
Speaker 2.6: Yes its very nice.

00:01:19
Speaker 1: Isn't it a lot of hassle now with corona?

Coding Density
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00:01:26
Speaker 2.6: Yes, things are a little different now. Indeed, but I'm lucky that, I did stand still for a while, that I wasn't allowed to work co-schappen. But luckily everything is running again so that is very nice. I am now at the end so then I am officially a doctor from June, I think yes.

00:01:44
Speaker 1: Ooh how chil! And what kind of department should I be thinking of.

00:01:47
Speaker 2.6: Yes, you kind of change departments every few months. And eventually I think I want to go into the cardiac surgery side.

00:01:54
Speaker 1: Okay.

00:01:55
Speaker 2.6: Yes, so operating on the heart. But just to see yes.

00:01:58
Speaker 1: Do you certainly have to study for a very long time, do you have to continue studying?

00:02:04
Speaker 2.6: Anyway, four more years of research and a few years of work experience and then hopefully someone wants to take you on in training and then that also takes six years. Still a long way to go.

00:02:10
Speaker 1: Geez well, but a super, ambitious.

00:02:21
Speaker 2.6: yes super fun. I didn't want to do it for a very long time because so it's pretty spicy. But I like it too much. I fell in love with it and then you can't get it out of your head.

00:02:27
Speaker 1: No, and you do really super nice work though.

00:02:30
Speaker 2.6: Yes, definitely, people are always very grateful to you.

00:02:33
Speaker 1: Yes, but yes definitely, yes, my father two years ago or two and a half years ago also he had bypass surgery after really amazing what people are capable of.

00:02:41
Speaker 2.6: Yes certainly that's what they do then.

00:02:41
Speaker 1: So much is possible, that's really so special.

00:02:47
Speaker 2: It's also very nice that those people are also pretty quick on their feet again. They are very tough operations. But in the end they feel so much better. It's just nice that it can be done

00:02:55
Speaker 1: Yeah, that especially and is super special what kind of technology all zis developed for that, no, I get that.

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00:03:04
Speaker 2.6: He was operated on I think in Leiden or in Amsterdam?

00:03:05
Speaker 1: Leiden in the LUMC

00:03:07
Speaker 2.6: Do you know by whom?

00:03:09
Speaker 1: No idea no,

00:03:11
Speaker 2.6: Yes I know a few guys there.

00:03:13
Speaker 1: Well, maybe one they have one of them operated on my father could well be.

00:03:18
Speaker 2.6: yes it could be so

00:03:21
Speaker 1: And you live in leiden, you said.

00:03:23
Speaker 2.6: Yes.

00:03:24
Speaker 1: And do you live in a house or in an apartment?

00:03:26
Speaker 2.6: In an apartment.

00:03:27
Speaker 1: And is that rented or bought?

00:03:30
Speaker 2.6: Rented, with my friend together.

00:03:31
Speaker 1: Living with your friend, you der for a long time.

00:03:34
Speaker 2.6: Since November. At first I lived in a studio in Amsterdam.

00:03:37
Speaker 1: Oh yes, and now you live there together cozily. And the reason you moved there, was it for your friend?

00:03:47
Speaker 2.6: Well it's the old house of Bregje her sister. Yes, I have been in love those high windows. And he works Zoetermeer and I in Amsterdam. So in the end I was just fed up with my little room in Amsterdam too. At some point you want something bigger and it is still in the city. I don't want to go back to Noordwijk right away, I want to stay in the city for a while, a new city. And yes Leiden came our way and I also like Leiden.

00:04:16
Speaker 1: Yes, and so in itself you are pretty close everywhere I go.

00:04:20
Speaker 2.6: Exactly, it takes me longer to get to the AMC than it normally does from

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Amsterdam, but it's not too bad. And I also like living closer to Noordwijk again, with those girls.

00:04:31
Speaker 1: Snap and close to the beach.

00:04:33
Speaker 2.6: Ah, yes, exactly so regularly on the weekends we take the the car to the beach is, that's nice.

00:04:37
Speaker 1: Yes, that's really an advantage of leading then.

00:04:41
Speaker 2.6: Definitely.

00:04:42
Speaker 1: Okay, and then in terms of purchases like clothing and furnishings so non food items, do you then have most of the time that you can buy what you want if you just go into town, just need something new for your house.

00:04:58
Speaker 2.6: Yes, I'm a very bad one at that. Friends of mine sometimes says, you don't have holes in your hands, you don't have hands. See and that saves of course there it a limit to it, especially as a cohort that you just don't have as much money as you would like. But I always save a little bit in the time that I'm not running a cohort and working. But if I really want something I just buy it. And then I buy less. So in that respect I can't complain at all.

00:05:23
Speaker 1: No, no, so. You do have the idea that if indeed you really want something that it can be done.

00:05:27
Speaker 2.6: Yes, definitely.

00:05:27
Speaker 1: And what should I be thinking about? What kind of things do you buy the most?

00:05:33
Speaker 2.6: The most I think, I food yes. But in terms of non food, I think now so a lot for the house, so a sofa andand things like that, the big things. But also some clothing. When I walk into Salty Mermaids in Noordwijk I can't walk out empty handed. Sanne always has to laugh when I enter. But yes clothing and home furnishings the most. While I find it stupid to buy household items like vacuum cleaners, I hate spending money on them.

00:06:03
Speaker 1: Yes I understand.

00:06:06
Speaker 2.6: Yes day kind of nonsense things. But for example a coffee set machine I spend money on with a lot of love, also clothes, shoes.

00:06:10
Speaker 1: Everything actually haha.

00:06:15
Speaker 2.6: Yes everything.

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00:06:15

Speaker 1: And what factors are most important to you when you go to buy something? What influences.

00:06:20

Speaker 2.6: Discount always affects me, that's very much if on sale, I want it anyway. And there are just specific things where I know that, for example an Anna- Nina I can't resist. A Selected Femme I can't resist. American vintage I have a lot of trouble resisting. I also think it's my regular brands that I have trouble with. So I rather buy something from a brand, because I know and have been satisfied with. Than to buy something from a brand that is new and think, no, I don't know no. I'd rather spend a lot of money on something I know than something I don't know. that's actually really crazy.

00:06:55

Speaker 1: Yeah, well in itself, you kind of know what to expect then, in terms of quality is, yeah. Do you think it's important that something has good quality or that it lasts?

00:07:03

Speaker 2.6: Yes definitely. I think well for example, I'm very much a fan of Apple. And then you know when you buy Airpods that you know they are good earphones compared to another brand that is almost as expensive. While they are really just as expensive but because I, that everything is from Apple I like that things work together. So especially electronics, that if you have an iPhone you also have an Apple Watch, an iPad, a Macbook, Airpods. I am very sensitive to the fact that everything works together. The other day I had a hard time finding a chromecast in my new house instead of Apple TV.

00:07:34

Speaker 1: Yes, I understand.

00:07:35

Speaker 2.6: That's it too that something of a brand, working together nicely that makes me very happy too.

00:07:39

Speaker 1: Yes, and that you recognize it that you know of okay is good.

00:07:41

Speaker 2.6: Yes exactly, this is good. And that's the same with clothing, that you know just that American Vintage sweater that's not what you flick away after one wash So then I rather r buy a nice brand sweater once than five sweaters at H&M.

00:07:52

Speaker 1: Yes, that makes sense.

00:07:54

Speaker 2.6: American Vintage sweaters you just shouldn't buy too often but.

00:07:58

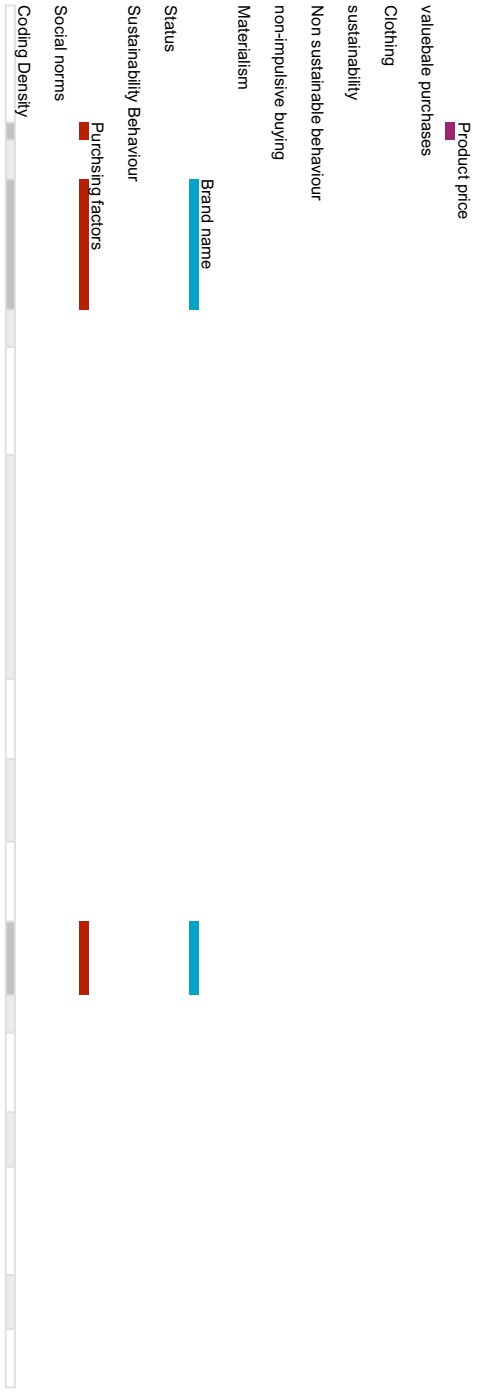
Speaker 1: But indeed, that's kind of what you know where you're at as well, Especially if it's a little bit more expensive.

00:08:03

Speaker 2.6: Exactly.

00:08:04

Speaker 1: And and can you tell about a purchase that you've made, doesn't necessarily have to be very expensive or very recent, but that is very much appreciated that you value a lot.



00:08:18
Speaker 2.6: And usually things that I've been given that I always value a lot, for example to get jewelry. But yes for myself, just thinking about it. I bought a Furla bag for myself, every time I take em, I think, yeah. That's again, because it's kind of an expensive purchase and you have to think about it. And my American Vintage sweater I am and always will be very happy with.

00:08:43
Speaker 2.6: Yes.

00:08:43
Speaker 2.6: Those are kind of well investments, so in the end things we can be happy with for a very long time. But those are always things that can make me very happy.

00:08:51
Speaker 1: Yes.

00:08:53
Speaker 2.6: Because you did think about it a little bit longer.

00:08:54
Speaker 1: Yes, so you do think about that then from before you buy something like that.

00:08:58
Speaker 2.6: Exactly three times I walk past that store. I've had it in my hands three times and then I think, yes, I can buy it myself.

00:09:04
Speaker 1: Yes, but so not very impulsively, actually.

00:09:11
Speaker 2.6: No, except for some sweaters then I'll try em on anyway to get it out of my head. But often, no, the real things that I don't buy impulse are often the happiest. Things I've thought about for a while.

00:09:21
Speaker 1: Okay.

00:09:23
Speaker 2.6: Or that I first said no I won't do it. And then a week later I think I will, that's often what makes me happiest. I'm really happy with that.

00:09:28
Speaker 1: Then you can really be sure.

00:09:30
Speaker 2.6: Yes so not so much the impulse purchases no right.

00:09:32
Speaker 1: No, do you ever have that you buy something and you think oh god, why did I buy it.

00:09:37
Speaker 2.6: Absolutely. Yes, definitely.

00:09:41
Speaker 2.6: I have two pairs of Sendra boots that I think i've had both on twice. That you think: oh yes, that's nice and then no, it's not nice at all.

00:09:46
Speaker 1: Yes.

00:09:47
Speaker 2.6: Or then something is hip and then I think oh I want that too. And then it's hanging in my closet and I think no, that's not for me at all. And it stays there.

00:09:57
Speaker 1: And then what made you want to buy at that time anyway?

00:10:02
Speaker 2.6: Yes, I think it's a sort of, not so much peer pressure, but then everyone says; oh no that looks great on you, you really should do it. And then you think, yes, I agree. And then you come home and then you think no I do not like it at all.

00:10:14
Speaker 1: And especially with clothing?

00:10:16
Speaker 2.6: Yeah, that's where I have mostly clothes. Yes or for example a watch or so where I buy that I then, because then I have to come up with a birthday present. That's also sometimes, if I have to think of a gift that often the difficult things. I often regret that.

00:10:28
Speaker 1: Yes.

00:10:29
Speaker 2.6: If I want something I often buy it myself. there everyone thinks it's terrible to buy something for my birthday, then I want it at that time and not a few months later.

00:10:37
Speaker 1: No, exactly.

00:10:38
Speaker 2.6: As for that gift for me its either very good because then I mentioned it in time. Or very bad because I just think make something up, then just do a rose gold watch because I don't have a rose gold watch yet.

00:10:50
Speaker 1: And then.

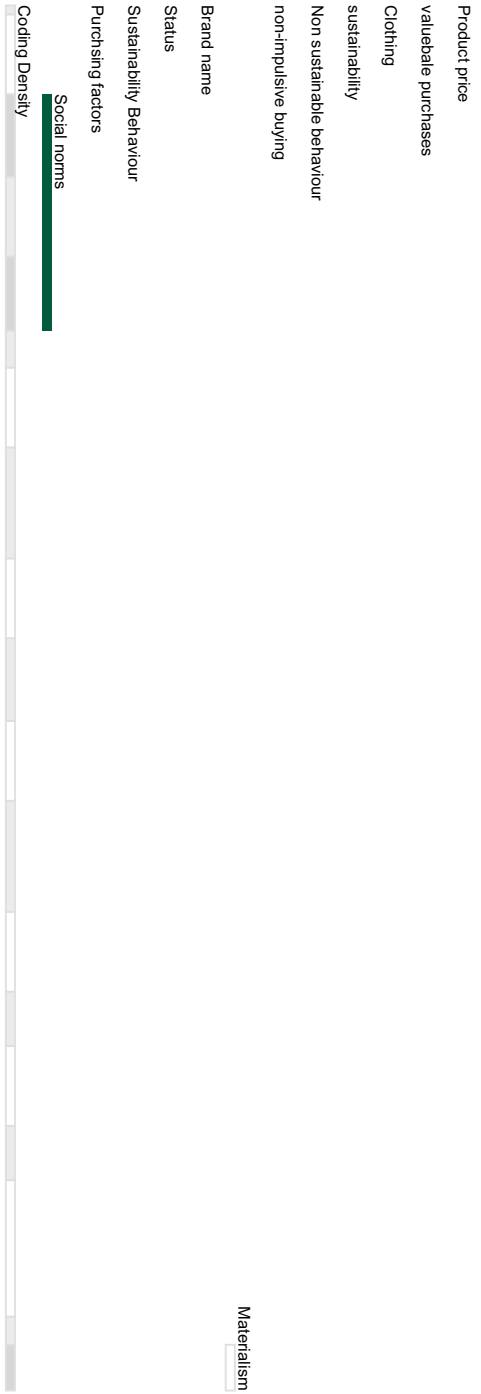
00:10:51
Speaker 2.6: In retrospect, I think no, I just shouldn't have done that.

00:10:53
Speaker 1: Yes. Okay.

00:10:54
Speaker 2.6: So the things you have to buy to make it up that yes.

00:11:00
Speaker 1: Those are often the mispurchases anyway. And imagine in the future you would be placed in a situation where you have decided on where it is more the norm to consume less. So you wouldn't be able to buy that sweater then, how would you feel about that?

00:11:20
Speaker 2.6: Yes, I think in principle, then I think I can still deal. Because I'm not someone who buys clothes every week, often indeed only when I do walk into Sanne's it goes wrong. I have to be able to deal with it. But I do think it is difficult because, like now, everything is



closed. Then I notice that it bothers me that if I want something I can't have it right away. I am terrible at ordering things online because it takes too long for something to arrive. Takes only two days but still.

00:11:45
Speaker 1: Two days too long.

00:11:49
Speaker 2.6: Yes and I want to keep something of. So that regard I think I would have a little trouble with it. But if I'm allowed a little bit once in a while, but just not so much should be able. But to not consume anymore I wouldn't be able to handle that.

00:12:00
Speaker 1: But really consume less?

00:12:02
Speaker 2.6: But consuming less should definitely work. Would be good for my savings account.

00:12:04
Speaker 1: Yeah, Is that something that you're working on, that you think well, all this clothing or technology that we're all buying, that's actually not very sustainable.

00:12:16
Speaker 2.6: My friend, he does all the sustainable furniture making, so of course I'm supposed to secretly think about that, but I'm really bad at that. If I think, I want it, then I'm not interested in whether it came from an airplane, from 300 rounds the world or not. No, that's very bad actually.

00:12:32
Speaker 1: No but that's actually just fair.

00:12:38
Speaker 2.6: No yes I do need to be more involved with it from myself. Just like packaging and stuff, I have to be more involved. And bring a bag every net. But it's not there yet, no.

00:12:46
Speaker 1: And for example, second-hand clothing, how do you stand on that?

00:12:50
Speaker 2: So yeah, I like that. It depends a bit on what kind of store. I don't like very dirty vintage stores.

00:12:56
Speaker 1: No.

00:12:57
Speaker 2.6: And that makes of the really nice vintage stores, like Salty Mermaids or one in Amsterdam, for example, I can be very happy about that. That you buy a nice kind of blazer, or shoes. It does depend, of how the store looks and how clean it is sort of.

00:13:15
Speaker 1: Yes, that you guys then important that you do get a hygensich clean feeling to it.

00:13:20
Speaker 2.6: Also still that it looks nice not that it's completely run down.

00:13:23
Speaker 1: No.

Coding Density
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00:13:24
Speaker 2.6: But I also like that more with age.

00:13:26
Speaker 1: Okay, that's kind of a now thing that you're interested in.

00:13:30
Speaker 2.6: Sure.

00:13:31
Speaker 1: Do you opok ever sell your own clothes?

00:13:33
Speaker 2.6: No, I'm very bad at throwing away, very bad.

00:13:35
Speaker 1: You keep everything.

00:13:38
Speaker 2.6: Yes I keep everything. I have a closet in the attic at my parents' house then check out the stuff that actually needs to be disposed of, but I can't make that move yet. That's all in the attic. And I think if someone would throw it away I wouldn't miss it but I can't make the step to throw it away or sell it, I can't do that yet.

00:13:53
Speaker 1: So you're kind of hurdling everything.

00:13:58
Speaker 2.6: Yes I am just such a horder yes.

00:13:58
Speaker 1: And with furniture, you do buy a something on Marketplace.

00:14:04
Speaker 2.6: No, sure, I think that's another story. Furniture I can part with, put it on the market and come and get it.

00:14:10
Speaker 1: Yes.

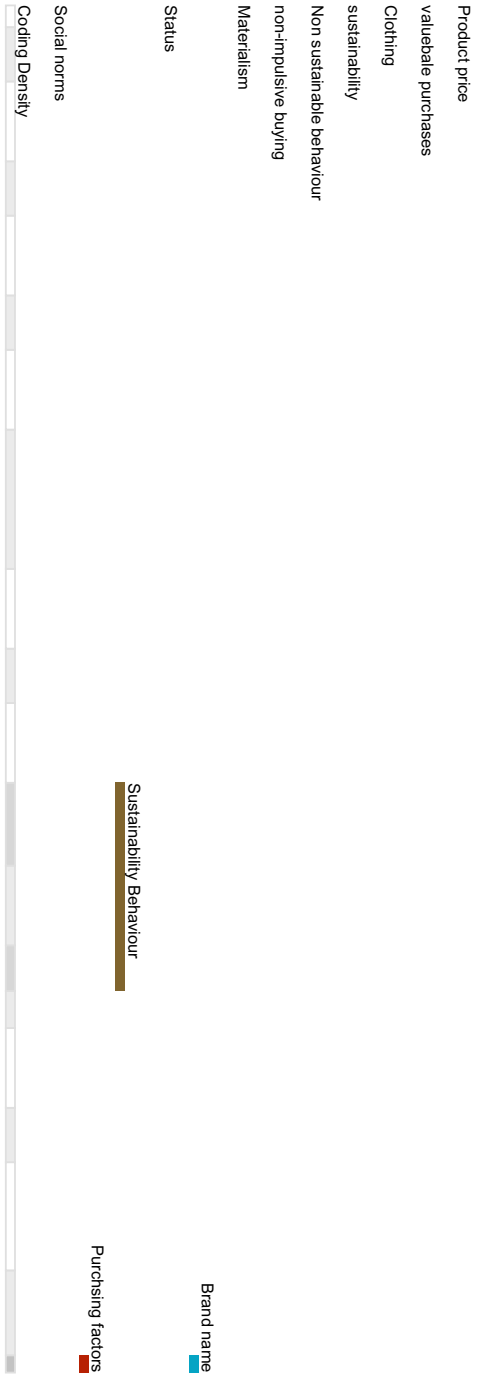
00:14:14
Speaker 2.6: And also buy things as well. There's also the limit for example because a mattress I would never buy second hand but tables chairs, sofas fine.

00:14:19
Speaker 1: Yes, it does.

00:14:20
Speaker 2.6: Yes that is.

00:14:23
Speaker 1: Is there a reason that you then like to buy second hand furniture or just because it's easy.

00:14:27
Speaker 2.6: Yes, I think easily. Indeed you don't have to try that on so yes, then I think. I also find clothes on Marktplaats, for example one I think yes, I don't know how it fits and then I have to send it back. And then I end up with a jacket that is much too big or something, while a second-hand table or second-hand chairs, yes that makes me very happy. And then I



am especially with brands like Ibiza Outdoors I like. So that kind of second hand things I look for brands than I look for dining room chair or something.

00:14:56
Speaker 1: Okay.

00:14:58
Speaker 2.6: No, definitely.

00:14:59
Speaker 1: And separate from second hand furniture, but suppose you were to look at how energy efficient, is this appliance, does it have recycled material this sofa instead of looking at how environmental it is. How would you do that?

00:15:19
Speaker 2.6: Yes, I think of myself as I get older, not very old yet, but that I should be more involved in this and also because now of course it's very much on the news. But I think if it's mentioned that I do like it, but if it's not mentioned, I wouldn't specifically ask about it either.

00:15:29
Speaker 1: No.

00:15:30
Speaker 2.6: I think so. I do like it when a couch or so has a story like that but it has to be actively sold to me.

00:15:38
Speaker 1: You're not going to look for it anyway.

00:15:39
Speaker 2.6: No definitely not, I'm very honest about that.

00:15:48
Speaker 1: Let's see, how many times approximately a year do you go on vacation?

00:15:53
Speaker 2.6: One to two times I think, winter sports and in the summer vacations.

00:15:58
Speaker 1: Yes, what kind of destinations can I think of?

00:16:02
Speaker 2.6: Actually winter sports always in Austria and my parents have a uhis in Italy so the last few years often to Italy on vacation.

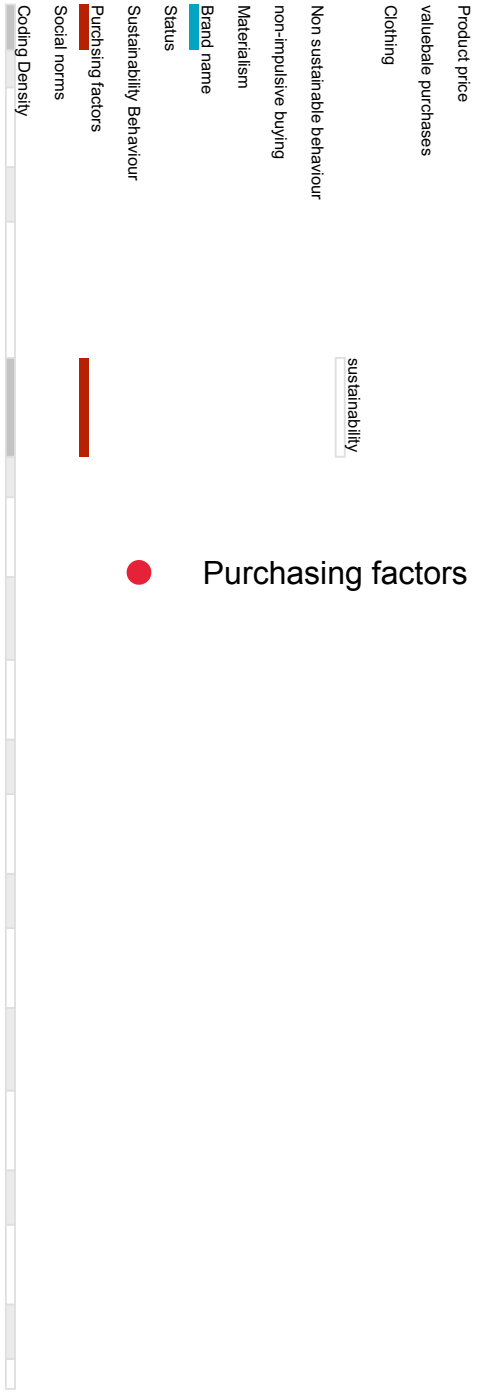
00:16:10
Speaker 1: How do you guys usually travel with that?

00:16:14
Speaker 2.6: Often by car but also when we go for a week then by plane.

00:16:17
Speaker 1: But otherwise by car.

00:16:19
Speaker 2.6: And when I go further away than Italy I always do take the plane.

00:16:22
Speaker 1: Yes.



00:16:24
Speaker 2.6: So in terms of that, New York or so is also very often on the destination list in terms of that.

00:16:30
Speaker 1: Then you'll have to take a plane.

00:16:32
Speaker 2.6: Yes, exactly but Italy I always enjoy driving the car. Weekends away often the car as well because I find that cozy as well.

00:16:39
Speaker 1: Yeah, so you're actually doing a little bit because you like using the car. So does sustainability play a role or is that not something that you're concerned with when you maybe get on the plane.

00:16:50
Speaker 2.6: Yeah, I also drive a car that's 15, or 10 years old and so on so I think that's obviously an airplane consumes a lot more but also a car I think it's also not that ecological. Actually you should just go by train.

00:16:59
Speaker 1: Yes.

00:17:02
Speaker 2.6: In terms of that, I think I'd choose the easy way. That you can just get out of anywhere.

00:17:08
Speaker 1: Yes.

00:17:09
Speaker 2.6: Think that plays a role as well.

00:17:10
Speaker 1: Can you then that you can decide where you.

00:17:14
Speaker 2.6: Just like I now take the car to work instead of the train , even though the train stops there too.

00:17:18
Speaker 1: Yes.

00:17:19
Speaker 2.6: Do I think it's always safer in the car at night but also nice that you can leave when you want to leave and go home when you want to.

00:17:27
Speaker 1: Yes, it makes sense that you can determine that for yourself.

00:17:30
Speaker 2.6: Exactly.

00:17:31
Speaker 1: Vacation in your own country how do you stand on that?

00:17:41
Speaker 2.6: Yes, I think I am still too young for that, so I think I will do that when I have children later. With the corona, I think a week in Maastricht or a weekend in the Wadden

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Sea would be great fun. But really as only vacation to the Netherlands, no I am not. And of course the fact that I come from Noordwijk makes a difference. So if you spend a weekend or a week in Noordwijk it feels a bit like a vacation.

00:18:01
Speaker 1: Yes.

00:18:05
Speaker 2.6: So if that counts as a vacation, then yes, but really a cottage on the Veluwe. No, I'm really too young for that.

00:18:14
Speaker 1: Yes that will come later yes yes

00:18:19
Speaker 2.6: Yes if I have a bit of a setteld down life I will go to a cottage in the Veluwe.

00:18:23
Speaker 1: And back to purchases suppose you bought something new. A new sweater or phone doesn't really matter, some new car can too. Do you then have something that you would like to show others or talk to them about? Or put on social media?

00:18:42
Speaker 2.6: Well no, I am bad at that actually. I'm mostly very happy with it myself a lot of the time. So then I'm driving 300 laps in my new car by my self but I wouldn't drive past all my friends so quickly no. Not really.

00:18:51
Speaker 1: Do you have that you would like to tell? Or that doesn't occur to you at all.

00:18:56
Speaker 2.6: No, not so much that no

00:18:58
Speaker 1: No. Is there a reason for that?

00:19:02
Speaker 2.6: No I don't know actually. I talk for five quarters of an hour anyway so in that respect I always have plenty to say. I'm sure it will come up for discussion.

00:19:09
Speaker 1: Yes.

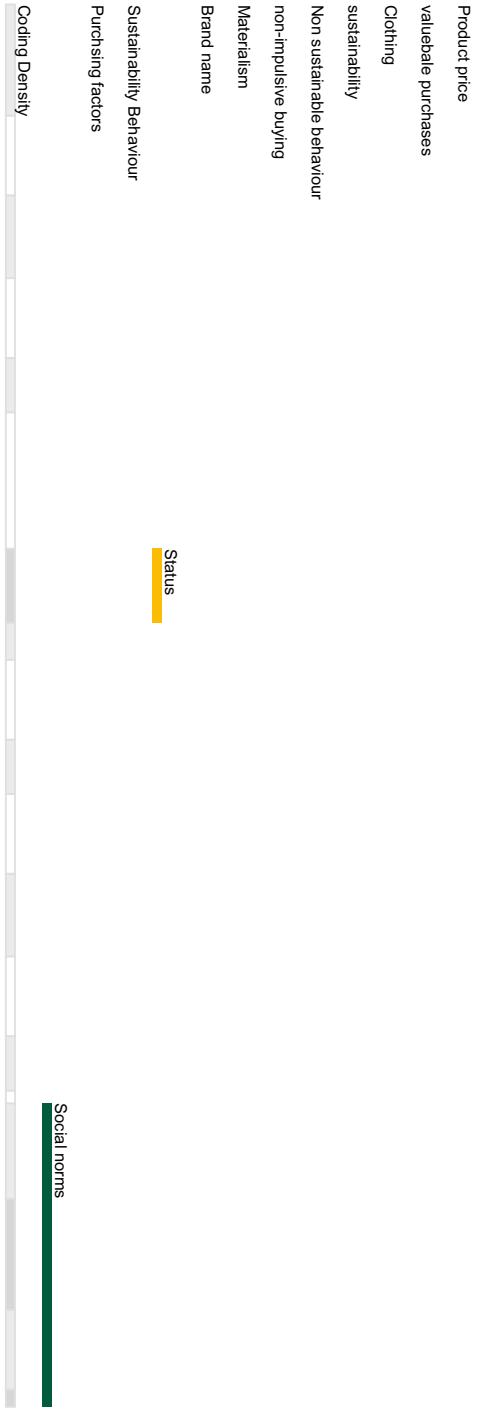
00:19:10
Speaker 2.6: It's actually not the purpose of the conversation no. Don't really know why.

00:19:13
Speaker 1: Okay, and have you ever spent any time comparing your purchases with someone else's?

00:19:20
Speaker 2.6: Yeah, I always have that with phones, because I always am. I'm one of those people who is very much into technology though, still the latest Iphone, always the new mac books. Of course, that's not always attainable.

00:19:29
Speaker 1: No.

00:19:30
Speaker 2.6: But I also have friends who always support that a little bit. And then we take a



picture of him and say look, here is the new one. And then I say, cut it out. But that is actually only with electronics, because I also find it annoying to have one that does not work as well as the other. I think especially the electronics, sweater or shoes I have not so much trouble with. Cars also not so much. But electronics.

00:19:50
Speaker 1: Yes.

00:19:50
Speaker 2.6: Yes then I still want the newest phone.

00:19:56
Speaker 1: Is there a reason for that?

00:19:59
Speaker 2.6: I actually don't know. Yeah, I think I just like electronics, I also like spending money on them. It doesn't make sense that you always have to have the latest Iphone. I'm also unlearning it a bit. But I do notice that when a number of them come in with the new iphone that I want it too.

00:20:12
Speaker 1: Yes so you are actually impressionable for that.

00:20:16
Speaker 2.6: Yes. Because they can do other things. Look, a shoe keeps on doing the same thing, you can keep on walking, but then those electronics, one can do this and the other that, I always like that, yeah. You catch me on that.

00:20:30
Speaker 1: So can you kind of really be disappinted, in a negative sense, compare your stuff to someone else's?

00:20:36
Speaker 2.6: No not that. We always laugh really hard about it because everyone knows I'm sensitive to that.

00:20:41
Speaker 1: Yes.

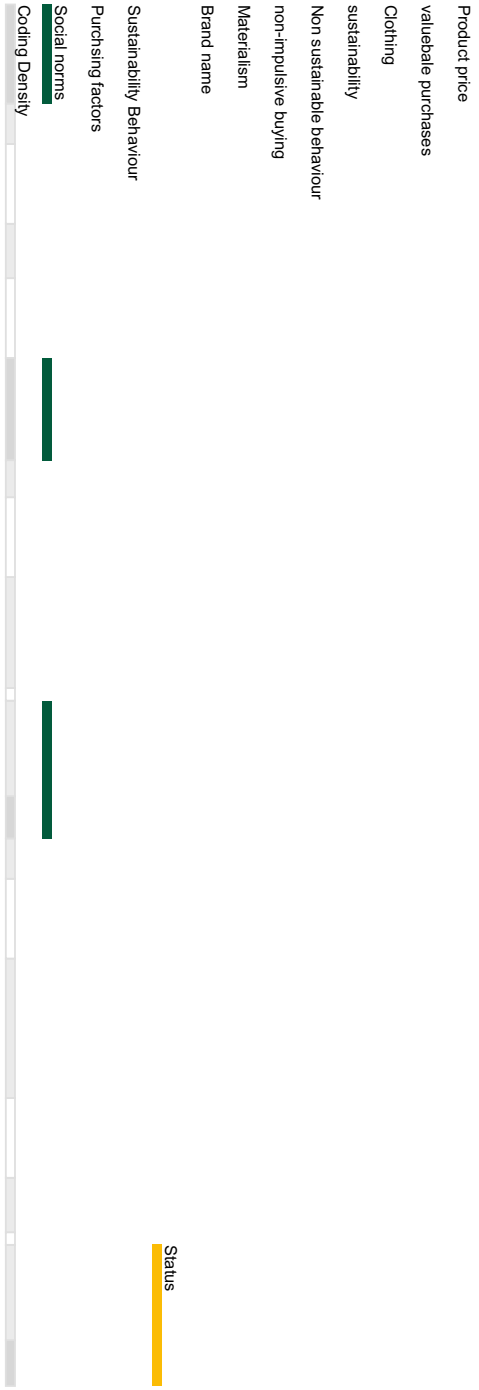
00:20:42
Speaker 2.6: No, that's not so bad. I can also let go of it quickly in itself. My phone works fine and it is also a new model. In that respect. Look, if I have phones that are seven years old, I think I'm really going to lose it, but it makes a difference that I am happy with new phones in that respect.

00:20:58
Speaker 1: Yes.

00:20:59
Speaker 2.6: But I've had this phone now for more than two years that's a record.

00:21:07
Speaker 1: You're already well on your way. And how would you feel if other people did very much compare their purchases with yours?

00:21:14
Speaker 2.6: Yes then I think you should if it makes you very happy but don't bother me anymore.



00:21:18
Speaker 1: No, that doesn't bother you.

00:21:21
Speaker 2.6: As long as they don't start talking about it all the time, I'm fine with it. If you want to compare your car or your phone or your sweater or your coat with me all the time you should do it, but keep me out of it. You can talk to anyone you want, but not to me.

00:21:31
Speaker 1: Yes, yes you don't have that much with that.

00:21:40
Speaker 2.6: No I don't like you less or more if you have a nicer phone or a nicer jacket. As far as that's concerned I'm easy with stuff.

00:21:43
Speaker 1: No, yes, it wouldn't affect what you buy then? If you feel like people are very much with your comparison.

00:21:51
Speaker 2.6: Oh no definitely not. No, I'm way too stubborn for that.

00:21:57
Speaker 1: Actually, the last question and you just kind of answered it, but have you ever felt the need to buy anything from the area? And you mentioned, a little bit with the iPhone.

00:22:06
Speaker 2.6: So that is the only thing, indeed I am sensitive to that. For my often I don't buy it either, but I notice in myself that that is the only thing that itches.

00:22:14
Speaker 1: Yes.

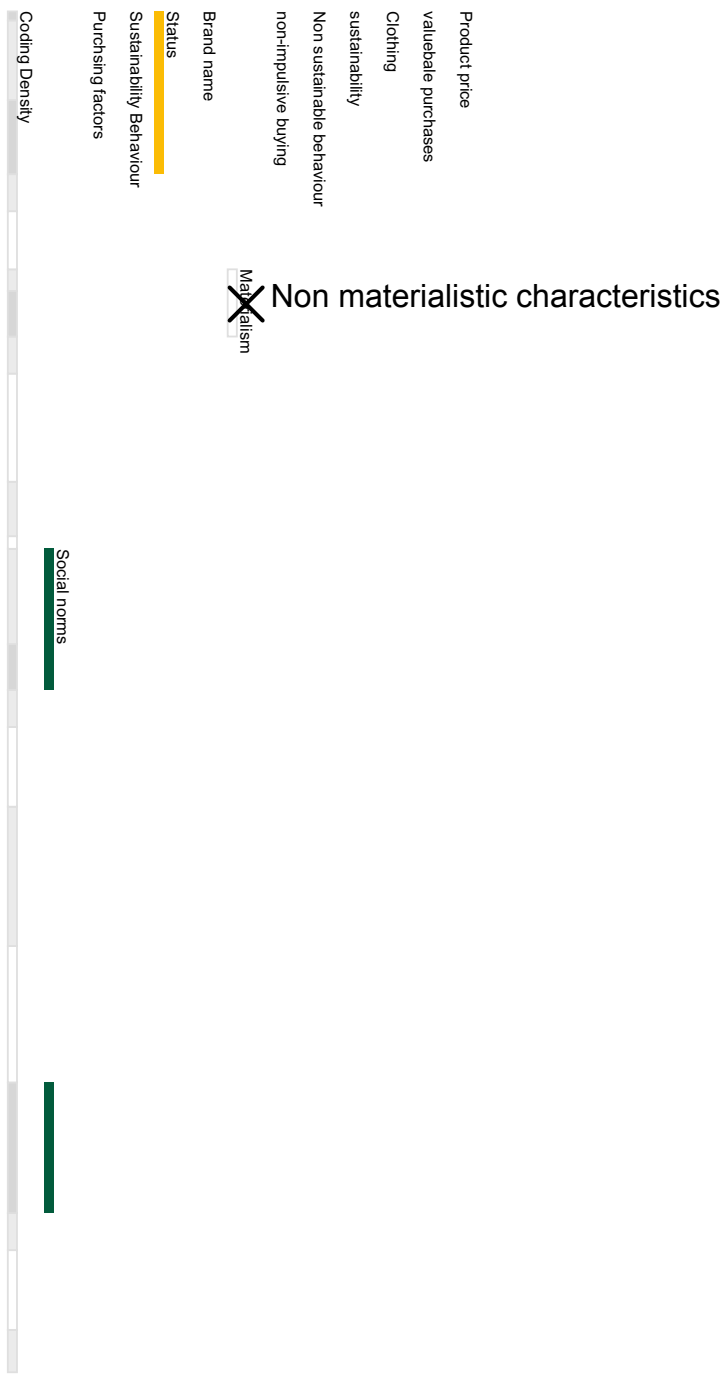
00:22:15
Speaker 2.6: And then I don't buy it because I find it annoying that I can be so in my head with it. Then I think, yes, stop it, you have a good phone. Then you think five minutes ooh I must also and then after five minutes you think, look what that cost, that phone is doing fine. No, so it's not so bad.

00:22:35
Speaker 1: Yeah, did you maybe notice it in the past that you felt a little bit of pressure or at others see that that was something that also played into it , for example new shoes or something.

00:22:46
Speaker 2.6: No, I thought so too, but I think when you're in puberty, 14, 15 and everybody's buying Uggs, you want Uggs too. And everybody buys a Moscow coat you want that too. That's how I am then but that used to be more. I've just let that go a little bit more now. If everyone wants a Moscow coat then they should all do it, but I don't need a Moscow jacket anymore. But I think that's because you get older, you're not so affected by it anymore.

00:23:06
Speaker 1: Yes.

00:23:07
Speaker 2.6: I'm not that old either, am 25, but when you're 13 or 14 and in high school, I think it's different.



00:23:15
Speaker 1: Yes.

00:23:17
Speaker 2.6: Then I think I was more impressionable than that now.

00:23:20
Speaker 1: Now you don't have as much of a problem with that.

00:23:22
Speaker 2.6: I think you'll let that go then. Then I'd rather buy one sweater that I really like myself, and then one because the rest all have that sweater. Whereas before I would have done that then everyone has Uggs then I also want Uggs, while they are actually just very ugly.

00:23:36
Speaker 1: But then you want to belong a little bit.

00:23:38
Speaker 2.6: Exactly that's what you want Uggs too and then that's fun. And then afterwards you are also very happy with them. But then now I think oh what did I look like then.

00:23:47
Speaker 1: I know, I know it.

00:23:48
Speaker 2.6: And there super slippers now. But that you now think why did I necessarily have that then.

00:23:54
Speaker 1: Yes.

00:23:55
Speaker 2.6: So things like that. And a Moscow coat is a fine coat that but it was about the fact that it had Moscow on it that's why I wanted all that.

00:24:01
Speaker 1: With that Velcro next to it.

00:24:02
Speaker 2.6: Exactly

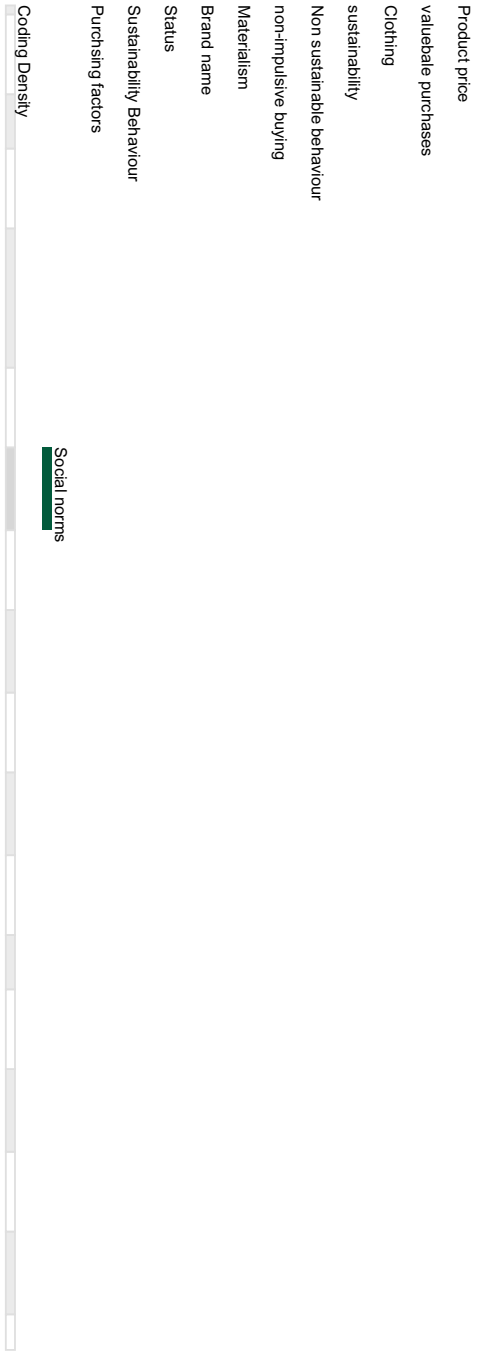
00:24:03
Speaker 1: Yes.

00:24:08
Speaker 2.6: And they are fine jackets but then I also think why did I let myself get so crazy about that. That I had to then again.

00:24:11
Speaker 1: Yes, well, fortunately that's not really an issue now.

00:24:15
Speaker 2.6: No that doesn't matter. We don't all wear the same shoes and the same coat anymore.

00:24:20
Speaker 1: No better too.



00:24:21

Speaker 2.6: Better.

00:24:23

Speaker 1: Well, that was all the questions again.

00:24:25

Speaker 2.6: Jeez.

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Speaker 1: Then I'll send just after that maybe if I can just get your e mail then, some kind of form that is just required of our school, that so have requested permission.

00:00:09
Speaker 1: Hi, He dropped out for a moment. It doesn't matter. You're in the car too, I understand.

00:00:31
Speaker 2.7: Yes in a moment my son is getting in must pick him up from school.

00:00:39
Speaker 1: Of course no problem.

00:00:40
Speaker 2.7: Tell what questions can I answer for you.

00:00:45
Speaker 1: First of all, where do you live?

00:00:48
Speaker 2.7: In Noordwijk.

00:00:48
Speaker 1: In Noordwijk just like me. And what kind of house do you live in or an apartment?

00:01:01
Speaker 2.7: And then is that just yes a family home.

00:00:56
Speaker 1: Yes, just a regular house, not an apartment.

00:01:03
Speaker 2.7: Yes a house.

00:01:05
Speaker 1: And did you guys buy this or rent it?

00:01:11
Speaker 2.7: Buy

00:01:06
Speaker 1: And how long have you been living there?

00:01:17
Speaker 2.7: We just moved in since January eight.

00:01:11
Speaker 1: And what actually made you move here?

00:01:20
Speaker 2.7: What do you say sorry?

00:01:21
Speaker 1: What made you want to move there?

00:01:28
Speaker 2.7: We renter and we could buy this so we did then.

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00:01:28
Speaker 1: Okay. And and how often do you guys go on vacation on average? Just not counting this corona year?

00:01:35
Speaker 2.7: Three times.

00:01:37
Speaker 1: Three times. And then how do you travel to the vacation destination?

00:01:40
Speaker 2.7: Airplane or car.

00:01:44
Speaker 1: Those were kind of the general questions. And in terms of purchases like clothing and furnishings for a house, you feel that then if you go looking for something or go shopping for a while, that for the most part you can buy what you would want or need at that time.

00:02:05
Speaker 2.7: Well not always I think 50/50.

00:02:07
Speaker 1: And then when you're looking for something also for example clothing or furnishings, what are factors that influence or that are important to look at when you're buying.

00:02:17
Speaker 2.7: Well quality I think is important and price. Those two actually.

00:02:25
Speaker 1: Those two are important, which one would perhaps be more weighty?

00:02:34
Speaker 2.7: Naja in terms of quality but also whether it is beautiful, does it look beautiful that is important.

00:02:36
Speaker 1: Actually being beautiful, that's the most important. And why is that important to you? Any reason for that?

00:02:42
Speaker 2.7: Sorry, you may, would you repeat that.

00:02:45
Speaker 1: Is there a reason for why that that it's beautiful, that that's the most important thing?

00:02:52
Speaker 2.7: Yes I that it should fit nicely in my house or look nice with my intrieur. And it should sit well and look nice.

00:02:56
Speaker 1: Yes, that it all kind of fits together.

00:02:58
Speaker 2.7: Yes.

00:03:00
Speaker 1: Okay, and can you tell me about a purchase, that you've made, doesn't

necessarily have to be recent or not also right away, something very expensive, but just some animal being that or what you value.

00:03:11
Speaker 2.7: I just happened to buy a new bed for the new house. I'm extremely happy with that though.

00:03:19
Speaker 1: Yeah, I get that. And done a lot of research on what kind of bed you wanted, on was kind of a spontaneous purchase.

00:03:32
Speaker 2.7: No yes the possibilities are limited I can't go to a store right now, So I just ordered it from Ikea, going to see if it's comfortable, but it sleeps great.

00:03:34
Speaker 1: Yes, so still happy with it.

00:03:36
Speaker 2.7: Yes very happy with it.

00:03:39
Speaker 1: And you say, I actually just kind of randomly bought that due to circumstances and imagine in the future a situation would arise that could be due to financial point of view. But it could also be that you think, well, I want to consume differently or consume less, how would you feel about that if you couldn't buy a new bed then.

00:04:06
Speaker 2.7: Yes not fun.

00:04:02
Speaker 1: Because ?

00:04:17
Speaker 2.7: Yes naja if I want something. Look, some things you have to save up for, and that's for bigger expenses. But if I want something I want it and I will do my best for it.

00:04:18
Speaker 1: but imagine you would then get a second-hand bed or something, or at least not a mattress, but just the bed frame, or something, second-hand or a second-hand table. How do you feel about that?

00:04:28
Speaker 2.7: Yes fine if that is just a nice table then I don't think that is a problem.

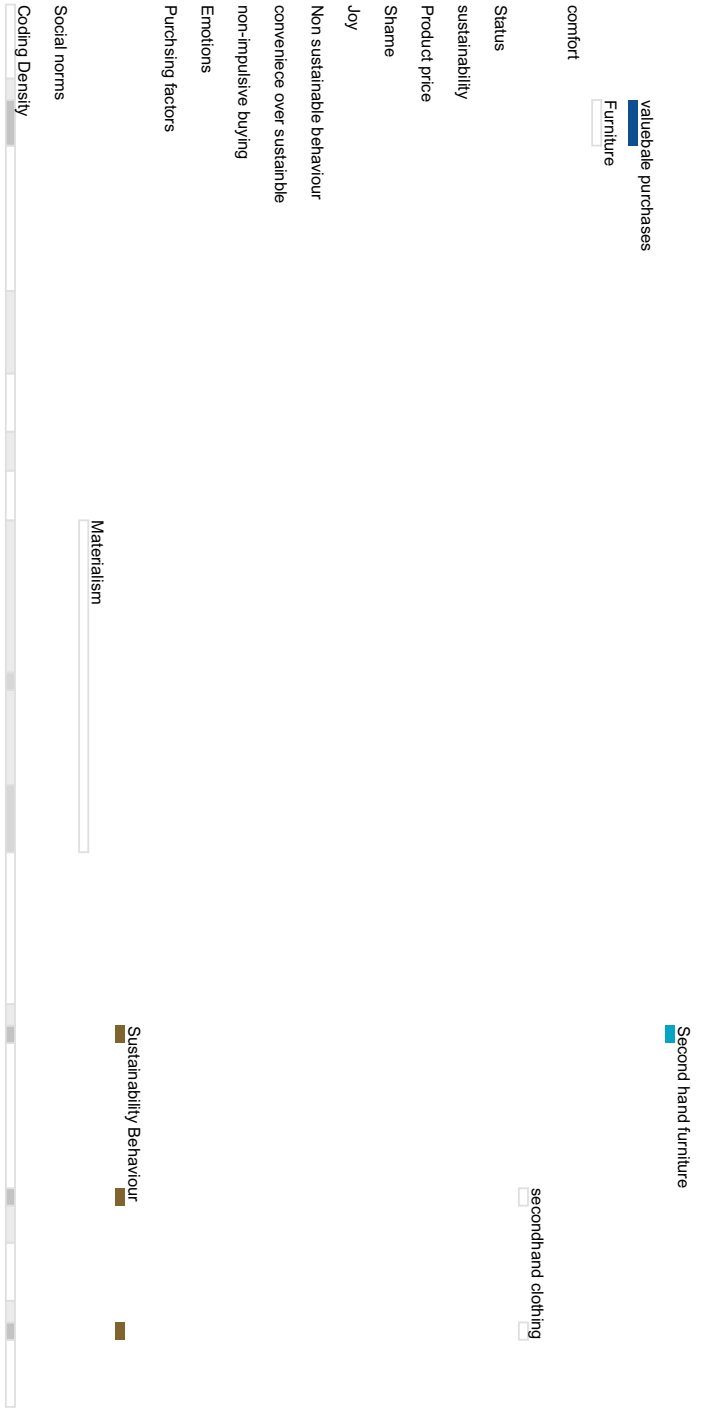
00:04:32
Speaker 1: No. And in terms of clothing? How do you stand on second hand clothing or what do you think about that?

00:04:37
Speaker 2.7: Oh I don't mind that either. I like that from a vintage store. Yes, I do.

00:04:41
Speaker 1: Yes, you do like to browse then.

00:04:43
Speaker 2.7: Yes I don't necessarily want it all to be brand new.

00:04:48
Speaker 1: No, and for example you guys then just moved now and of course need a new



furniture and equipment. And just for a moment then not looking at second hand things but new things imagine, you would choose not based on how fashionable something is but looking at are recycled materials used or is it energy efficient. How would you feel about that?

00:05:16
Speaker 2.7: Naja when I think of buying a dishwasher or so I do take into account the energy label makes that is rather because of energy usage and not because of environmental reasons.

00:05:27
Speaker 1: No, more for functionality than more

00:05:29
Speaker 2.7: Yes.

00:05:33
Speaker 1: Yes. Okay and you were just saying that you do go on vacation a couple of times a year and then for alternating between car and plane. And what kind of destination should I think of where you guys go?

00:05:45
Speaker 2.7: France and Spain.

00:05:50
Speaker 1: And how would you feel about going on vacation by car in your own country from now on instead of going abroad?

00:05:58
Speaker 2.7: Well that seems like a thingy to me. I wouldn't like that very much no.

00:06:03
Speaker 1: Want?

00:06:07
Speaker 2.7: Well I think it's climacteric when you go on vacation, I'm talking about a sun vacation or ski vacation.

00:06:10
Speaker 1: Yes.

00:06:11
Speaker 2.7: It's too uncertain in the Netherlands for that. We do go away for a midweek or so in the Netherlands in a cottage in a vacation park, and I like that.

00:06:24
Speaker 1: But you still want to have the option then to go there indeed a warmer. or colder climate.

00:06:30
Speaker 2.7: Yes.

00:06:30
Speaker 1: Yes, and how say what is the ratio that you guys are going planes or car?

00:06:35
Speaker 2.7: Once a year car, no once a year plane and twice a year by car.

00:06:45

Speaker 1: Yes so mainly by car. And that's because you guys find that more comfortable or is, there's a reason for that that you prefer to go by car?

00:07:06

Speaker 2.7: Well, it's about skiing vacations and then we go by car because we have a lot of stuff. And we go to France once a year and then I think that distance can be covered by car instead of plane.

00:07:11

Speaker 1: Yes, so because then have what comes out more conveniently actually think those well take: nice the car, yes okay all right.

00:07:19

Speaker 2.7: Yes.

00:07:22

Speaker 1: And could you maybe give an example of a purchase that you actually thought this is what I have and don't need, or I already have 30 here of these things, that you were a little embarrassed about afterwards or thought; Oh, what a mis-buy.

00:07:38

Speaker 2.7: Well actually no, to be honest. When I buy something I always do it considered. So then I always think, I'm aware of what I'm buying.

00:07:57

Speaker 1: So actually not someone who walks into the Zara, for example, buys the tenth white blouse because it's so cute?

00:08:03

Speaker 2.7: No yes clothing I think is a different story. Sometimes it can be handy to have two white blouses, so it's a little less so with that. But for other more expensive purchases or purchases that are not really necessary, I do pay attention to that.

00:08:26

Speaker 1: So you do make an informed choice earlier on think a little longer before you buy something.

00:08:29

Speaker 2.7: Yes. And then I do some research and so on.

Yes, with clothing, it is perhaps not really the case that you buy it because you need it. But yes that is just more often so think do it nice price or I like it anyway while you may not need it. but it is nice to have

00:01:16

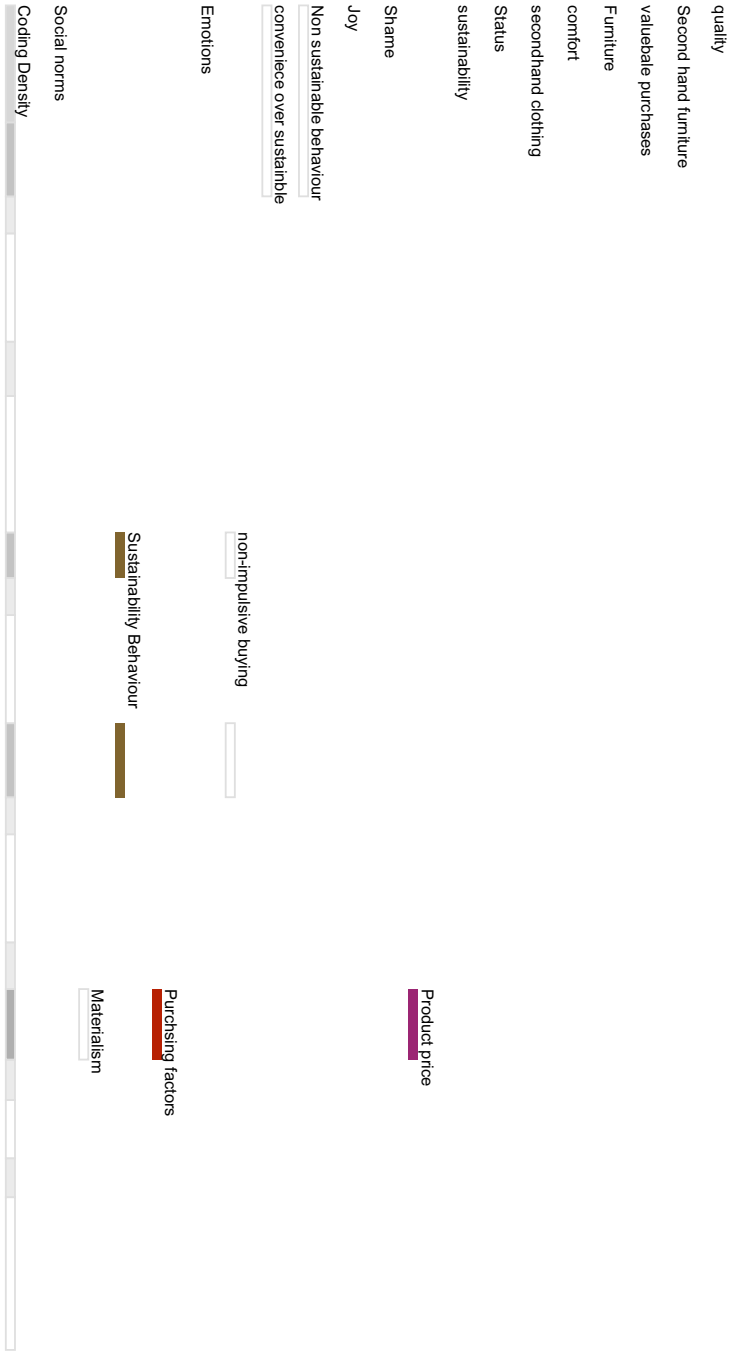
Speaker 1: Yeah, exactly just kind of a got to have thing then.

00:01:18

Speaker 2.7: Yes.

00:01:18

Speaker 1: And have you ever been in a situation where you thought, well, I bought something and I'm actually fed up with it, and that this might influence you not to buy something the next time. That you think, well, I've bought a lot of clothes now, that you're a bit fed up with that and that that has changed your future purchasing behavior.



00:01:44

Speaker 2.7: Well no, not really, I've made some bad purchases, but not to the point where I think I've bought too much clothing. You can never have enough clothes, I always think.

00:01:54

Speaker 1: Yes, exactly okay, this was also kind of asked at the beginning about that you would then consume differently. But imagine for you so not being able to buy one, those new clothes? Would you then be embarrassed by this?

00:02:09

Speaker 2.7: No.

00:02:11

Speaker 1: No it doesn't? Then why would you think, well, it doesn't matter that much.

00:02:18

Speaker 2.7: Yes.

00:02:20

Speaker 1: Is there a reason for that?

00:02:22

Speaker 2.7: Well no not particularly.

00:02:25

Speaker 1: No, just if it can't be done for a while, it can't be done.

00:02:28

Speaker 2.7: Yes then it can't be no.

00:02:30

Speaker 1: Okay, and then the last couple of questions already. Those are a little bit about purchases compared to the environment you are in. Suppose you've bought something new, then do you like to share it with others?

00:02:47

Speaker 2.7: Yes ablsoute, I like it. Depends, if it's a pair of socks then I think no but if I bought some nice clothing pieces or something then I like to share.

00:02:55

Speaker 1: Yes, to because you are already very happy with it or.

00:02:57

Speaker 2.7: Yes.

00:02:57

Speaker 1: And who would you share that with.

00:03:04

Speaker 2.7: With my family, friends and relatives.

00:03:06

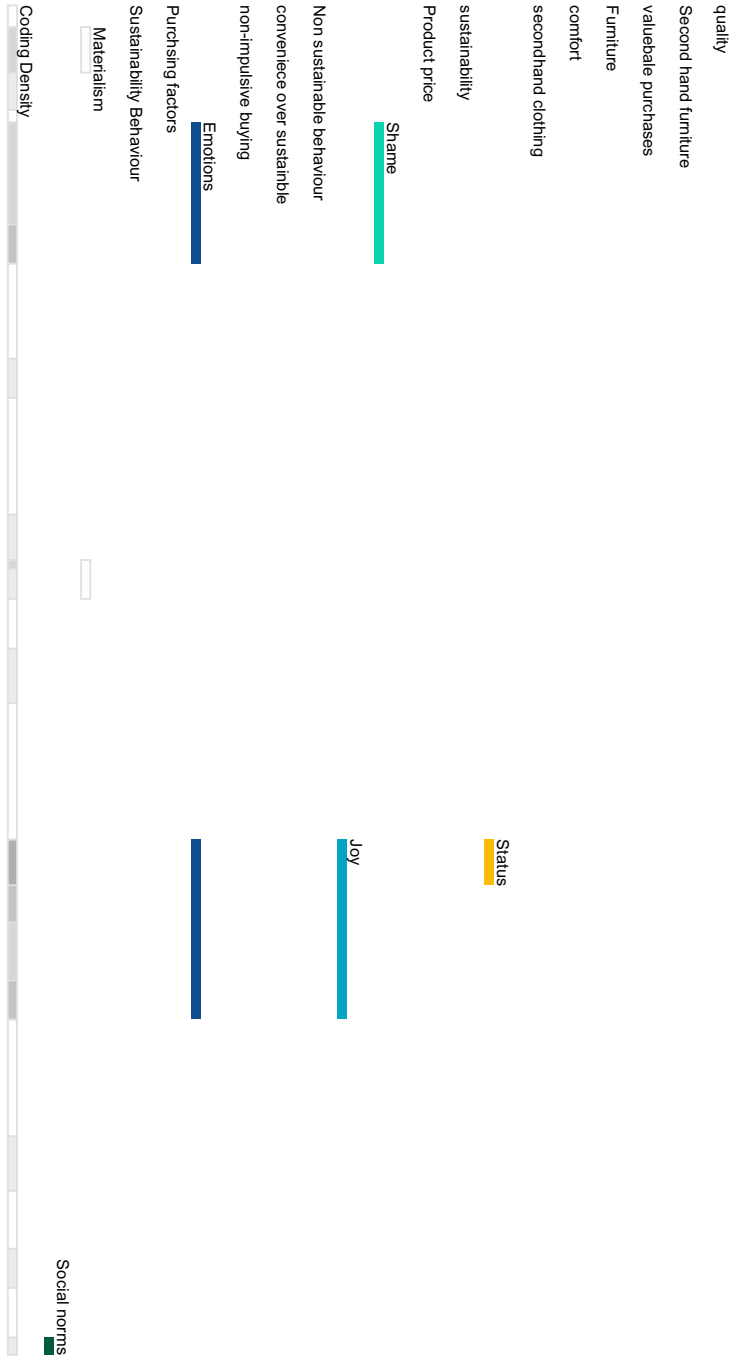
Speaker 1: Yes, and did you ever find yourself comparing your purchases to someone else's?

00:03:11

Speaker 2.7: One more time sorry.

00:03:11

Speaker 1: That you compared your purchases to someone else's?



00:03:18
Speaker 2.7: Yeah sure you do all that I think.

00:03:21
Speaker 1: Yes, and in how far

00:03:24
Speaker 2.7: That you see something and then you think also that I also like that I will also look for that.

00:03:26
Speaker 1: Yes, actually more in a positive sense than in a negative sense.

00:03:30
Speaker 2.7: Absolutely.

00:03:31
Speaker 1: Not in the sense of I'm jealous or oh, mine is not as good.

00:03:37
Speaker 2.7: No I haven't.

00:03:39
Speaker 1: Could you suggest that other people might experience that?

00:03:47
Speaker 2,7: Ooh yeah sure, but I think if you, that's in your character or if you're a little younger, maybe.

00:03:49
Speaker 1: Yes so character traits a piece of age that might then play into it.

00:03:52
Speaker 2.7: Yes yes.

00:03:52
Speaker 1: And then how would you feel if other people who were very much comparing their purchases with yours yet?

00:03:59
Speaker 2.7: Naja they do, you guys do your best but I'm happy with it.

00:04:04
Speaker 1: Yes, wouldn't that influence your purchases in the future if you find that people pay very close attention to that?

00:04:10
Speaker 2.7: No.

00:04:12
Speaker 1: No, um have you ever had the need, you just said maybe a little bit age related, but to buy something because of your environment?

00:04:22
Speaker 2.7: yes sure but then you might be talking more about trends or so that you think oh I like that too I want to have that too.

00:04:35
Speaker 1: Yes so that is.

00:04:36
Speaker 2.7: Yes trends, fashion that yes.

00:04:35
Speaker 1: And suppose say everyone has a latest iPhone that you have some kind of pressure hard to buy that Iphone too?

00:04:51
Speaker 2.7: Not the latest, no no actually, more like I like something but not from social pressure or I want to belong so I buy it.

00:04:54
Speaker 1: No, can you suggest that people do experience that or have experienced that?

00:05:02
Speaker 2.7: Yes absolute I do know people in my surroundings who have that regularly, so I can imagine. But I'm fortunate that it doesn't bother me.

00:05:08
Speaker 1: No. And so how do you notice that in the people around you?

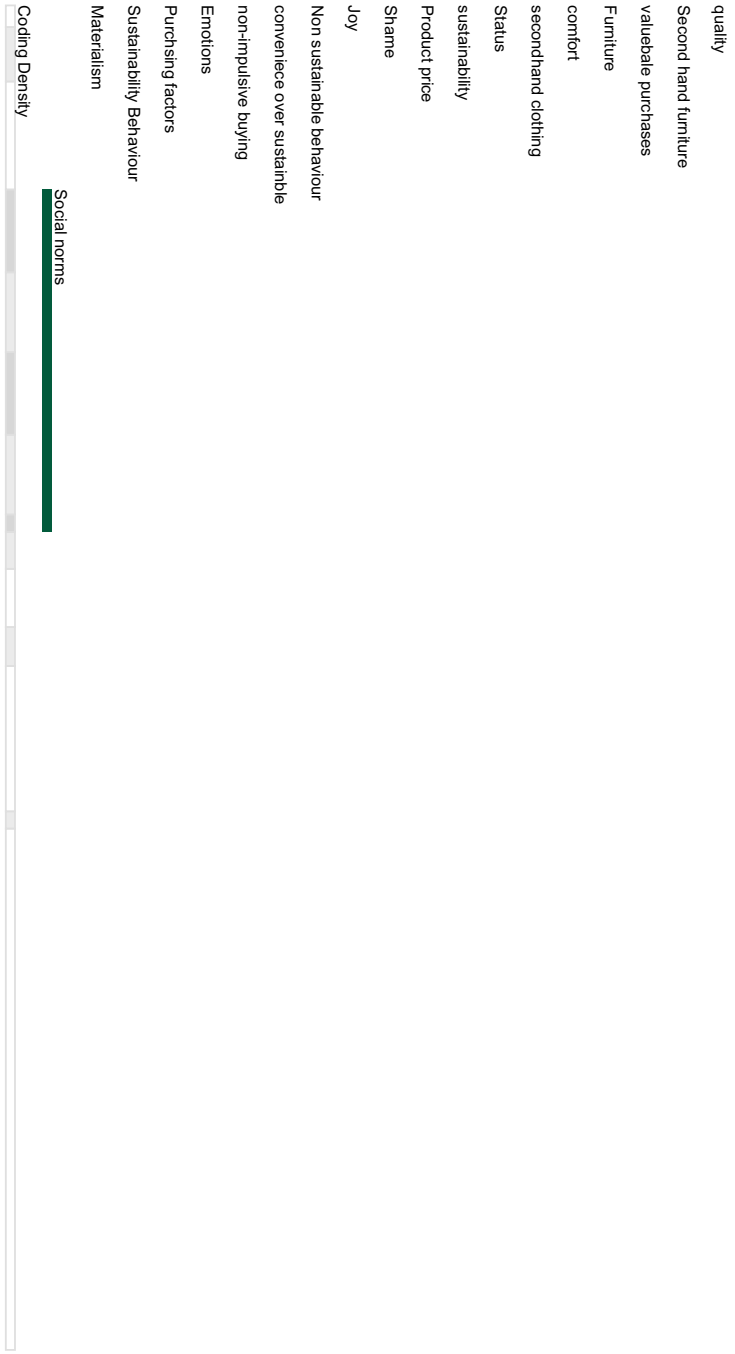
00:05:12
Speaker 2.7: yes then still a certain jealousy or, yes, you just feel that then.

00:05:18
Speaker 1: Yeah, that they kind of envy, maybe you got that through.

00:05:25
Speaker 2.7: Yes. Yes.

00:05:25
Speaker 1: Okay and just to see are still no, that was actually already. That was all the questions.

00:05:32
Speaker 2.7: Jeez okay.



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Speaker 1: And then I also send a form afterwards. That should then be from mn study to just put a scribble under it, for that privacy, that is approved, that it is recorded and that we use your answers,.

00:00:11
Speaker 2.8: Very good.

00:00:11
Speaker 1: Well first there are a few introductory questions, some of them I can actually fill in where you live, ET cetera. And then there's 20 questions about purchases you make why people make purchases, what influences what purchases you make there and so on. And then I start with the question, because where you live, I can fill in myself that I know. And how many times a year do you go on vacation on average just corona year don't think about that.

00:00:42
Speaker 2.8: And that's a vacation, also a night in a hotel. Or really a week away or something?

00:00:50
Speaker 1: We say from three four days approximately.

00:00:54
Speaker 2.8: Twice.

00:00:55
Speaker 1: Twice a year and how do you travel to your vacation destination.

00:01:02
Speaker 2.8: Car or airplane.

00:01:07
Speaker 1: And you live in a in a house and is it a buying house?

00:01:14
Speaker 2.8: Yes.

00:01:14
Speaker 1: And how long have der been living there?

00:01:17
Speaker 2.8: 21 years.

00:01:18
Speaker 1: 21 so that's a very long time.

00:01:21
Speaker 2.8: Yes I was pregnant with our Elise.

00:01:25
Speaker 1: Ooh funny. And what you guys do, what made you move there?

00:01:31
Speaker 2.8: Emma who was four at the time and we lived there on the corner on the Binnenweg, it was just no, that square house, you know that's Kees's birth house, because it's a family house. Yes, it got busier and busier there and then we started looking and found

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it was getting busy ourselves in Noordwijk sea. So because of Emma we actually started looking for another house and an environment where she could play more, we also didn't know if she would stay alone or not. Well, then I became pregnant with Elise and it worked out well.

00:02:10
Speaker 1: Because then more space runs indeed for the four of us okay top. Well those were kind of the introductory questions. Then in terms of purchases, like clothing and furnishings so not looking, so looking at non food items. Do you feel then that when you go shopping or are out to buy something that you can buy what you want most of the time.

00:02:36
Speaker 2.8: Yes.

00:02:37
Speaker 1: And what are factors that affect that? On what purchases you make.

00:02:45
Speaker 2.8: Jeez is everything together clothing, but also other things.

00:02:49
Speaker 1: Yes, clothing, furniture, equipment and then what you look at when you go to buy something, what of then is important to you?

00:02:57
Speaker 2.8: Well, clothes that are, that are often also for work and of course I work a lot and for a long time and then you have to, I want to, always look for clothes that are really neat, but also somewhat sporty and not fussy. Then of course you have to fit in a bit with the place where I am, yes, so, then I want normal. I also buy clothes through free time, but that is less. I am also always looking for those girls when I see something, that will become less maae anyway. Yes, furniture and things like that, of course, not much. We pull everything from the firm Bertram. It stands with us 20, 30 years you know, .

00:03:59
Speaker 1: So that's not very common.

00:04:01
Speaker 2.8: That doesn't happen very often and when we do, it's for those girls and then we had some at IKEA or otherwise anyway. And then beyond that, I'm kind of a gift person. I'm always looking for presents though. Guess that's kind of and equipment. Well, I'm not really into appliances.

00:04:26
Speaker 1: No.

00:04:26
Speaker 2.8: So it's a dead single time that I really think; well, I want this or that or no no, no.

00:04:33
Speaker 1: Not so common.

00:04:35
Speaker 2.8: Does not happen often no.

00:04:36
Speaker 1: And then if you look at, for example, clothes and gifts when you buy them, what do you think is especially important the price? The quality where it's made or purely how it looks.

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00:04:53
Speaker 2.8: Yes the price too. So I can quietly look for a while, because I think I just find too expensive. I have the money, that's not the point. I don't want to pay too much for it, that's what I pay attention to. What I also find important is to buy in my own village. So I will, , I work in The Hague. Of course you buy there too, but I would try to buy everything at the local stores, so I buy practically nothing through the net. Well, yes, some times but goes well, I would be maybe four five times a year but more is not so actually all that kind of stuff, and I also like it when it is sustainable. Doesn't have to be for everything but it's not unimportant.

00:05:49
Speaker 1: No, and why do you think it's important to pay attention to sustainability?

00:05:56
Speaker 2.8: A little bit of what you've inherited from home, durable furniture. It sits better and you do longer with it and you avoid having to throw it away, adus if something can be repaired is I won't let it. If we can do things ourselves, we do them ourselves. Kees has now rebuilt the attic and the bathroom all the way upstairs.

00:06:21
Speaker 1: Yes I have seen that. Yeah, that's super clever though.

00:06:24
Speaker 2.8: Very clever.

00:06:26
Speaker 1: I wouldn't be so quick to venture into that.

00:06:29
Speaker 2.8: Well, yeah, you know we reuse things again, so we also think it's kind of nice to then reuse things and to do a little bit longer with your stuff.

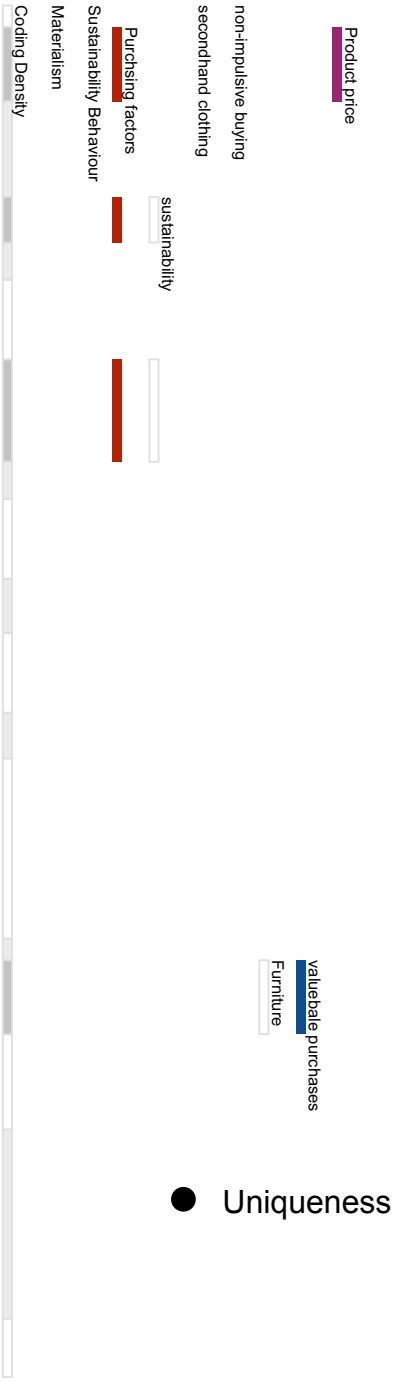
00:06:38
Speaker 1: Yes. Okay and can you tell me about a purchase that you've made and doesn't necessarily have to be recent in. It also doesn't have to be immediately thinking of something expensive, but something that you value a lot, or a purchase that has stayed with you, that you think is important or beautiful.

00:06:57
Speaker 2.8: Let's see, what shall I do now? Well, I don't have it yet, I haven't bought it, but I saw it in the Volkskrant magazine. I saw two candlesticks like that and then I can really go crazy. It is not made of wax, but that is made of glass and you fill it with lamp oil.

00:07:28
Speaker 1: Oh cool

00:07:28
Speaker 2.8: I thought in an Amsterdam store and but good thing then we just went into lockdown too. Otherwise we might have been picked up to do our as Christmas present. But then I think that's special, you know? That's nice for the table and is durable, you can do very long with it and it's a little bit different than usual. It was also very beautiful in design, so then I thought, well that's me. I'm going to buy em.

00:07:55
Speaker 1: And then when you make such a purchase, what are the mainly the emotions that you feel in doing so.



00:08:02
Speaker 2.8: Well, I like it when it fits in with our house, so I don't like, yes, you know, our house has to be a little tight, but also colorful, um, colorful and then where I find, for example, what I then look for, I find it very nice go have visitors to dress up the table all fantastic. And then I always think all together around the table. And then that is, and then it is also nice when people see that you have separate things than you make the effort for. Then I think it's nice.

00:08:41
Speaker 1: And imagine your situation arise where you decided of well, I want to consume differently on, I want to consume less and you would not be able to buy that candlestick say because of that. How would you feel about that?

00:08:57
Speaker 2.8: No problem.

00:08:58
Speaker 1: No problem.

00:08:59
Speaker 2.8: You can do less. I always learned, of course we had a business ourselves.

00:09:06
Speaker 1: Yes.

00:09:06
Speaker 2.8: Yes, and sometimes it went well, but sometimes not so well. So I was taught at home, and that's very important, that you have to watch your pennies, but also that you always have to have reserves. So I have absolutely no problem with the fact that if there would be less, or I think, well, I'll get out of it.

00:09:32
Speaker 1: Okay and regarding this example: if you look at second-hand clothing if you were to buy second-hand clothing instead of new from now on, how would you feel about that?

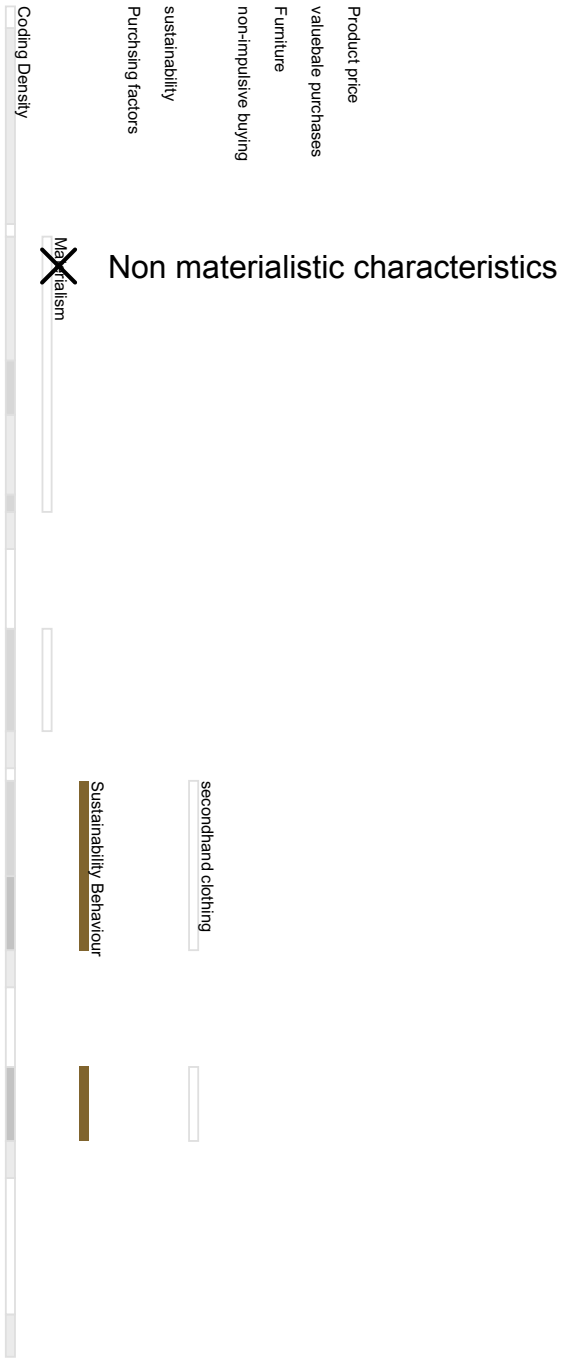
00:09:42
Speaker 2.8: Fine, fine, I went to Christmas street the other day with our Elise. And there I got for Christmas there a fantastic nice jacket, with and gold piping. And it went very well with the Christmas skirt I wanted to wear. Well, then I am completely happy.

00:10:00
Speaker 1: That's just actually fun to do.

00:10:03
Speaker 2.8: Fun for sure - and I think I'll bring your whole myself. I had a lot of gala for a while, and that's all over now - And then I did buy clothes second hand if it looked nice. And yes fine you know better than to throw it all away.

00:10:23
Speaker 1: No definitely agree. And then when it comes to furniture you stand the same way on that, of that also then looking at second hand furniture or appliances, furniture that uses a lot of recycled materials and is energy efficient.

00:10:41
Speaker 2.8: Well energy efficient yes but with furniture. Yeah, well that's kind of the way it is.



00:10:48
Speaker 1: Yes.

00:10:49
Speaker 2.8: Then I still look very much at quality. And in that quality, for example, I look at that sofa and that sofa , we do 25 years with it. And then I think it's a waste to get rid of it. So if you look at how we moved in 21 years ago and two years later we got that sofa, it's still there. That chair has been given a new fabric twice. So we rather reuse our own stuff. Let me put it this way what you think: well ready I'll have it upholstered one more time, to get a color. The curtains are still from 21 years ago. So I just do a long time with my stuff.

00:11:42
Speaker 1: So you guys may buy something new, but actually we just do those for a very long time, so you don't even need to buy something new for a very long time.

00:11:49
Speaker 2.8: Yes definitely.

00:11:51
Speaker 1: And imagine for whatever reason living differently. Or because you can't, would you go on vacation in your own country instead of going abroad from now on? How would you feel about that?

00:12:05
Speaker 2.8: Well, I think I would be a little sad about it but I would be fine with that. I don't find it all that, well you know there are beautiful places everywhere. We've been home for three weeks with the vacations, we also had Donna of course, but then I thought gee, it's also very good weather of course. We also live in a beautiful colossal place, where you also enjoyed the dunes and the woods so much. And then I thought yes it never gets boring.

00:12:42
Speaker 1: No, yes, definitely.

00:12:44
Speaker 2.8: Yes, so yes, would you miss it, because I don't believe. Once in a while is to Italy or so yes, I enjoyed so much with those girls on our trips to America. We've had a lot already, so I would.

00:13:06
Speaker 1: Would be fine with it.

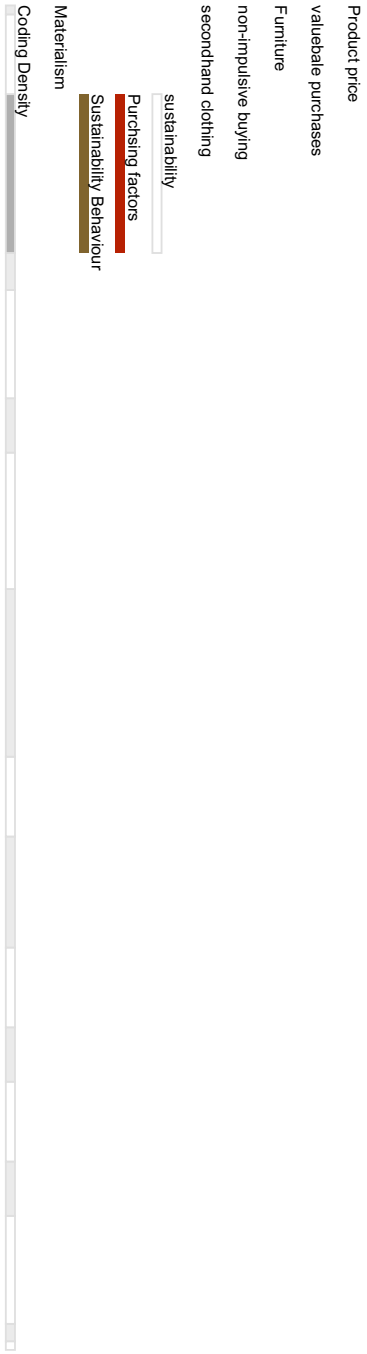
00:13:08
Speaker 2.8: You have well, fine.

00:13:09
Speaker 1: But.

00:13:10
Speaker 2.8: I mean I wouldn't dwell over, not lose sleep over it.

00:13:12
Speaker 1: No, exactly and but you actually go quite, quite often with the with the car already to Italy.

00:13:19
Speaker 2.8: Yes, exactly. Oh sorry you fell away for a moment Marijn.



00:13:22
Speaker 1: You guys also go quite, well often instead of by plane, also by car, anyway to Italy, where you also went by car then I think.

00:13:30
Speaker 2.8: I think we took the plane in Italy one after the other, and I have to say that having corona makes you think about sustainability. And I have to admit that that is one of the reasons why I thought, yes, we'll all get on the plane together. You know, you can always say something about someone else, not that we're all throwing money down the drain, but I think if I had to do it all over again, I'd say maybe Italy, just once, or by train.

00:14:13
Speaker 1: Can also be fun.

00:14:14
Speaker 2.8: Could be, of course that's quite bit longer, but then I would rather choose a train. Or a destination where you just get there by four five-hour car ride.

00:14:25
Speaker 1: It easier to achieve than is.

00:14:27
Speaker 2.8: But less the airplane.

00:14:30
Speaker 1: Okay, and then back to purchases, this is a question, say suppose you've ever had you bought something that afterwards you thought; Oh, what a mis-buy or also here I have so many of these already that you thought of here I'm actually embarrassed before I bought this, that you bought it because of yes the environment.

00:14:56
Speaker 2.8: Well, not that last one, I'm not that sensitive to that anyway. Besides, I watch my money really well, so doesn't happen that much. I'm different from our Elies. So yes, I'm really raised to look at every euro again. I'd rather give it away than spend it for myself. But sometimes you just make a mistake, remember, what I said to you, I made such a great purchase. If you're not one of them?

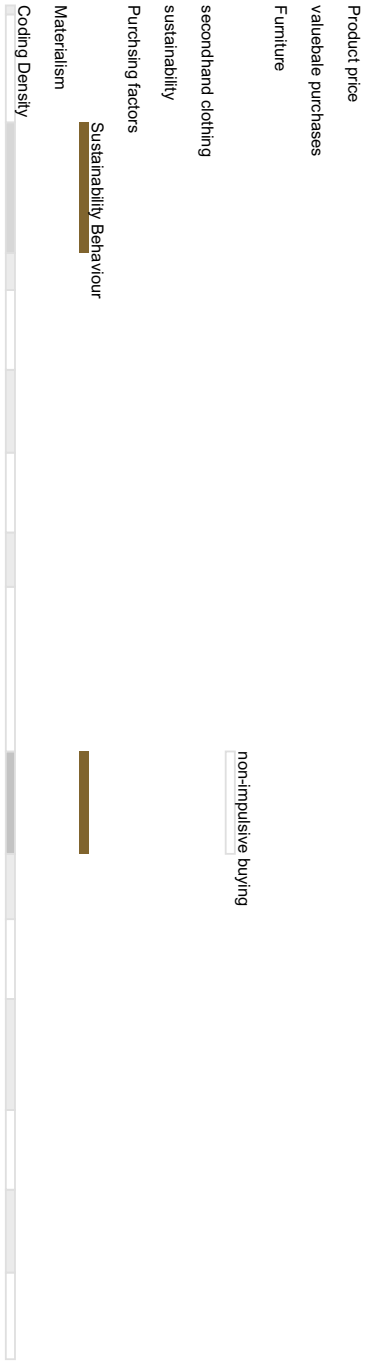
00:15:35
Speaker 1: It could be.

00:15:36
Speaker 2.8: A laundry rack which then so-and-so could also dry. I really had the idea, well the dryer can go and this one instead. But now I dry everything on that rack, no problem, but that was really a bad buy.

00:16:01
Speaker 1: Yes.

00:16:03
Speaker 2.8: I can do that will. A lot of not really, or that I just buy for the sake of buying. Maybe an occasional time with clothing.

00:16:18
Speaker 1: No, exactly but comes that indeed that buying for the sake of buying, that's actually not. You do pay attention, really pay attention to what you buy, and that laundry rack was functionally actually a bad buy. Not because you.



00:16:28
Speaker 2.8: Yes, but it's stupid. But anyway I use it as a laundry rack.

00:16:33
Speaker 1: He can he is still. He's still usable. And imagine in the future imagina a situation occurs where in you.

00:16:43
Speaker 2.8: Wait Marijn you have to say it one more time because I'm walking here.

00:16:46
Speaker 1: Yes.

00:16:47
Speaker 2.8: With the phone. But go on I hear you again

00:16:51
Speaker 1: Actually on this question also just answered a little bit, but suppose you could thus not buy something.

00:16:55
Speaker 1: So for example no new phone or something would you be embarrassed by that? Or are you okay with that.

00:17:02
Speaker 2.8: Yeah, I would just hate it if I needed very badly, and especially if one of those girls still had it. I wouldn't be able to support them in that. that would be kind of bad. That wouldn't necessarily make me sleep worse. Yes, I always find it very nice when you have everything under control. So that you don't have to worry, that's why I pay attention to what I do.

00:17:34
Speaker 1: Yes, exactly so you actually make sure, I wouldn't. You would make sure though that you could buy those thing, especially if you need it.

00:17:44
Speaker 2.8: Yes, definitely.

00:17:48
Speaker 1: And then the last question is those are about purchases compared to the environment, so if have something new, for example that new candlestick, would you have the if you bought it in a moment. Would you then like to share that kind of purchase with others.

00:18:04
Speaker 2.8: Sorry. I'm walking on the boulevard.

00:18:07
Speaker 1: Would you like to make those purchases that, then would you like to share or show those purchases with other people?

00:18:18
Speaker 2.8: Well for example the candles that I think that you put on the table - you do it also because then well you know, you belong anyway a little bit to, your hospitality to the way you are doing a little bit of design. I like that too.

00:18:35
Speaker 1: And would you ever compare your purchases to someone else's?

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00:18:39
Speaker 2.8: Whether I would compare it to another. No I don't have that very much.

00:19:00
Speaker 1: No, is there a reason why you don't have that concern?

00:19:04
Speaker 2.8: Yeah, because it's crazy maybe, but we have of course 21 years ago we moved in here and that we are now home office. And then I see that house and I think I just have the most beautiful house of anyone. You don't attach that, and I can think and look at someone else's and think what a beautiful house.

00:19:32
Speaker 1: Yes.

00:19:33
Speaker 2.8: You know, but not that I no, I honestly think I just my father decorated it, that also plays a role so emotional, but the way it's decorated. I like very much the colors in the house. I think, yes, I can always have a bigger one, but I deliberately chose not to go bigger because I thought, yes, you know, I now have that sierre there. Of course, I live just great now anyway.

00:20:15
Speaker 1: That's pretty much it. I think it's a great house.

00:20:22
Speaker 2.8: Yes I think it's just a bit of a boring place, that's the only thing I found when we bought it. But in terms of the house, it's top notch especially with that converted attic, then I think what would I want more.

00:20:38
Speaker 1: And imagine other people, for example the neighbor. Who would very much compare her purchases, say new furniture, very much with yours. How would you feel about that? How would you feel about that, then?

00:20:51
Speaker 2..8: Then you can sentence, that she wants, that she wants the same thing that we want?

00:20:54
Speaker 1: Yeah, maybe a little bit too and also jealous that she's a beejte maybe jealous of your stuff. Yes, very much going to compare from or just that she thinks her stuff is better than yours.

00:21:10
Speaker 2.8: I don't think I'm very sensitive to that. I can though with some distance - I think because of my work job - I could actually think a little bit about why someone says or does that, and then sometimes I have to laugh about it.

00:21:23
Speaker 1: But that wouldn't affect your feelings or your purchases?

00:21:28
Speaker 2.8: No, definitely not no.

00:21:30
Speaker 1: And then the last question - and we've actually already discussed - what you said

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yourself that you're not very sensitive to the environment. So, suppose everybody has a new iPhone. Then Annet also has to have the latest iPhone.

00:21:44
Speaker 2.8: Definitely not no.

00:21:45
Speaker 2: But could you imagine that maybe in your children or in others that something like that could occur, in today's society?

00:21:54
Speaker 2.8: With the children, certainly, yes, I, I can very well imagine. I don't think it's necessarily, good because I still think, I think it's actually that we live in a society, where we need to think more about how much something is needed or not. A also a little bit the old value of god try to do with what you have. I know that the girls, just ask Elise and she could say, "Hey, I want this and that. And they also had girlfriends who gave them everything automatically. Do you think that's normal? And I think, yes it is possible but you never know how you will sit financially later. Also someone comes what you just said also but good. There are always people who have it better. But the most important thing is that you learn to appriciate whtat you have, and what you have yourself. And if you give yourself that, that's not easy huh. I can very well imagine, I have easy talk -because in my time they didn't have thos brands, yes maybe one or two excepted. I find it quite easier with who I was in school .

00:23:38
Speaker 1: Yes, indeed, kind of the same level.

00:23:41
Speaker 2.8: So you were already acting frugally normally. It wasn't, I was 21 then I went on the plane for the first time or something. yes that was with everyone and now it's hard for you, young people, yes, yes the skye is the limit he.

00:24:01
Speaker 1: Yes it really is.

00:24:02
Speaker 2.8: You get advertising,. You can buy anthing know what. I don't know, I hope this time does bring us back to our positives a little bit and you think about what's really important and whether you really need it too.

00:24:27
Speaker 1: Yeah, yeah, sure, yeah, I agree with that too. Okay, I already the last question. There already had it again.

00:24:37
Speaker 2.8: Very good.

00:24:37
Speaker 1: I'm going to take a moment to record on.

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Speaker 1: Okay, well, he's picking up, first of all where do you live?

00:00:05
Speaker 2.9: In Amsterdam.

00:00:07
Speaker 1: And where do you work?

00:00:09
Speaker 2.9: At Cool Blue.

00:00:12
Speaker 1: And how many times a year do you go on vacation on average?

00:00:18
Speaker 2.9: I think twice.

00:00:20
Speaker 1: And how do you usually travel to your vacation destination?

00:00:24
Speaker 2.9: Nice flying.

00:00:27
Speaker 1: And what kind of house do you live in?

00:00:28
Speaker 2.9: In an apartment.

00:00:32
Speaker 1: And is that purchased or do you rent it?

00:00:35
Speaker 2.9: Rent.

00:00:35
Speaker 1: And how long for you have been there?

00:00:38
Speaker 2.9: One month.

00:00:39
Speaker 1: Very briefly and what was the reason for moving here.

00:00:46
Speaker 2.9: I for this with house enjoyed, with four others. I moved here with my sister because I wanted a little more privacy and just really liked living with her. And then I started looking for something new.

00:01:02
Speaker 1: Well, totally nice. Okay, now I'll move on to the interview questions. And then the first question is from in terms of purchases like clothing and furniture or décor, so, non food items, do you feel like you can buy the big, part of the time anything you want?

00:01:28
Speaker 2.9: So do you mean that it is in stock because you find something you like at all?

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00:01:35
Speaker 1: Suppose you go shopping that actually most of the time you do think of oh I think this is a nice shirt, that that you can buy that.

00:01:41
Speaker 2.9: Yes, yes.

00:01:45
Speaker 1: And with purchases like that, what kind of factors influence what do you value what kind of factors do you factor into your decision when you go to buy something?

00:01:53
Speaker 2.9: Money, that's a very important one and further timing I think as well.

00:02:10
Speaker 1: What do you mean by timing?

00:02:13
Speaker 2.9: Bit you spend more certain periods again than in other periods, so that also has some influence on ehm that whether you need things or not.

00:02:33
Speaker 1: And are there, and why are for example these things important to you so whether you really need something or not? Is there a reason for why you think that's important?

00:02:42
Speaker 2.9: Yes, well for example if something is quite expensive and I can't quite afford it but I really like it, but then sometimes I'm like do I really need it. Well then I don't need it, I can leave it for a while.

00:02:54
Speaker 1: So you then kind of make the trade-off of how badly do I need it right now and then do I have the pennies for it. Those things then play into it the most.

00:03:02
Speaker 2.9: Yes.

00:03:04
Speaker 1: And can you tell me about a purchase that you've made, doesn't necessarily have to be very recent, that you value very much.

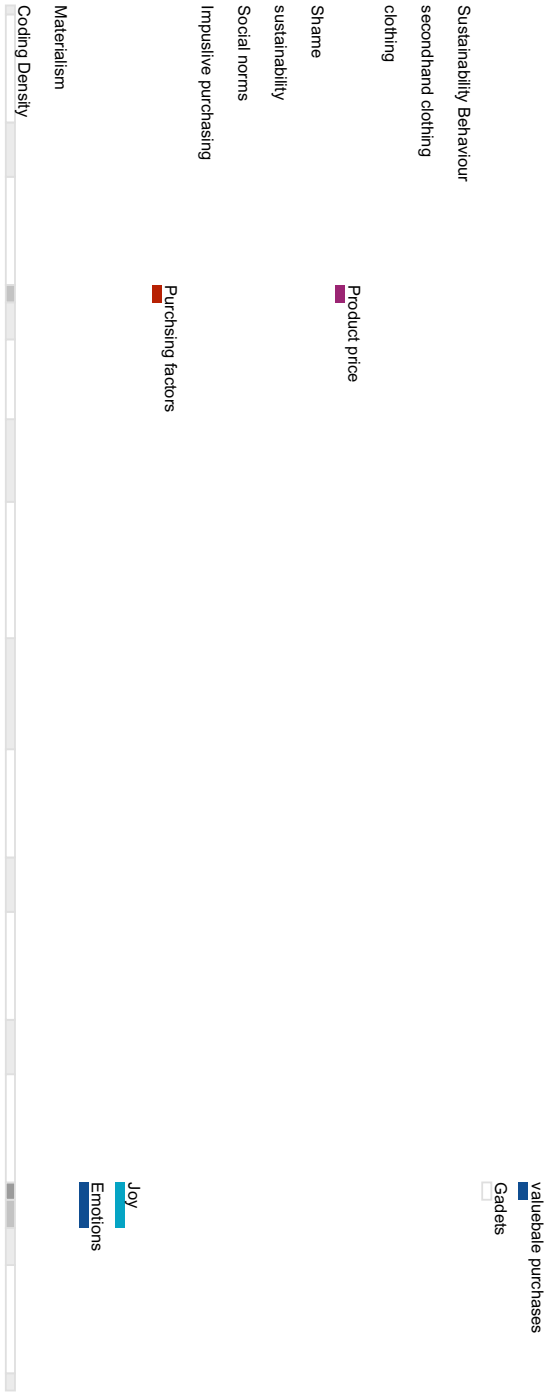
00:03:16
Speaker 2.9: That's tricky.

00:03:17
Speaker 1: That's not necessarily that it's very expensive then, but just something that you're very happy with.

00:03:22
Speaker 2.9: Maybe when I bought my camera, yes, yes, actually an expensive expense. Something I use very often though, so that's still something I'm very happy with.

00:03:35
Speaker 1: The question is, how did you feel, when you bought it, and so that's generally very happy and that feeling, that's still there?

00:03:41
Speaker 2.9: Yes, yes.



00:03:42
Speaker 1: And so you're very happy with this and it did cost a little bit more and you use that a lot now. So in what way does that influence your future purchases?

00:03:57
Speaker 2.9: And then specifically in such a product group or is that possible?

00:04:00
Speaker 1: Also of all things that could be, for example, the process that you went through with buying this product. So how much would that affect your future purchases?

00:04:11
Speaker 2.9: Yes, well, I think you do see that some of the bigger purchases that you use often, that I'm willing to pay just a little bit more for. In that sense, I think this does influence my next purchases.

00:04:34
Speaker 1: And imagine you are and you would not buy something, like the valuable product, which you just mentioned, a camera because you decided, I want to go, consume less. How would you feel about that?

00:04:49
Speaker 2.9: If I want to buy something new again.

00:04:51
Speaker 1: Suppose you also have a valuable thing you would like to buy, but you actually want to consume less or consume differently, how would you feel about that? If that's the situation at the time.

00:05:01
Speaker 2.9: Mmm yeah, if I would then less, could they more then I would maybe also do it a little bit later on expenses that I do that are less necessary so for example look better with groceries or less on the road just buy junk that doesn't really matter. I think I would also save on things like that rather than things that you really want. Yeah.

00:05:33
Speaker 1: Yes.

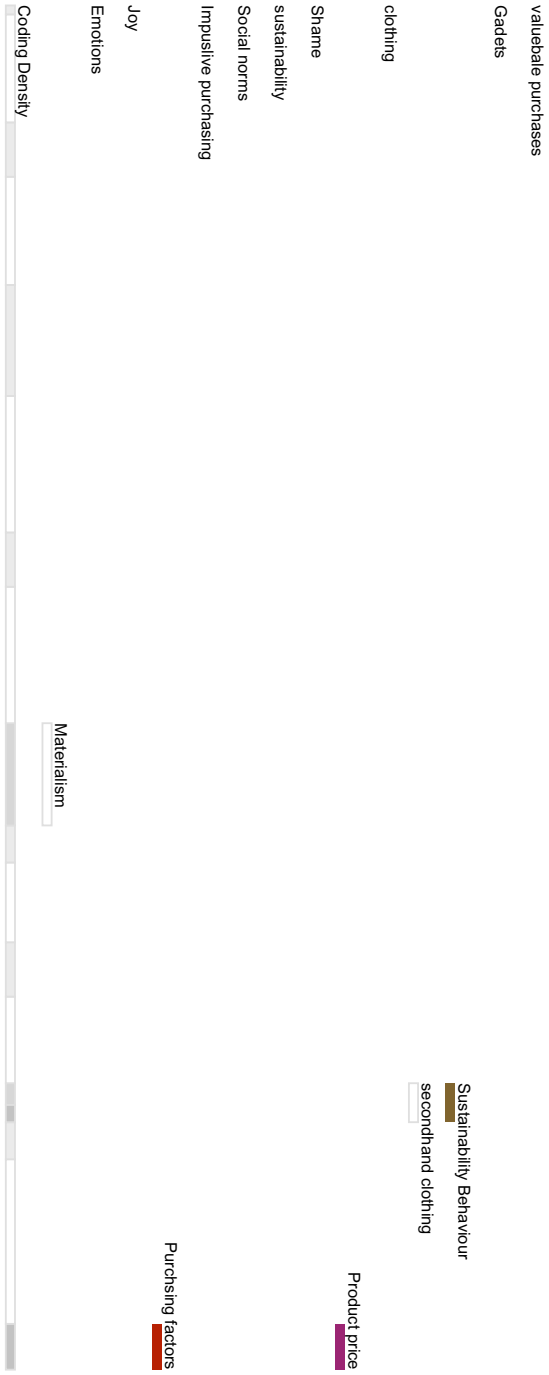
00:05:33
Speaker 2.9: And possibly put off big things for a while.

00:05:38
Speaker 1: Okay, and looking at clothing, for example, how would you feel as an example if you bought second-hand clothing instead of new clothing?

00:05:51
Speaker 2.9: Yes, I think that in itself, I do that too is so I am positive about that in itself.

00:06:00
Speaker 1: And then looking at, for example, a vacation, how would you feel if for whatever reason you didn't go on a plane vacation, but just went on a vacation within your own country. How would you feel about that, if you had that, for example, with friends about that and went on vacation by car.

00:06:22
Speaker 2.9: Yes, if it's really many times cheaper and then you can still just have a nice trip then, I can also really do without a plane once but just by car or some other way.



00:06:34
Speaker 1: Yes.

00:06:36
Speaker 2.9: And by itself on vacation within Holland can also be a lot of fun, of course.

00:06:42
Speaker 1: But where your preference does lie would be by plane. Or do you think, I can leave that?

00:06:48
Speaker 2.9: I can leave it yes depends, a little bit on the vacations, I guess. Because a for a holiday you plan.

00:06:58
Speaker 1: And then looked at furniture and appliances in your home suppose instead of looking at well: how beautiful is this couch or stand mixer, but looked at does it use recycled material or is it energy efficient? So instead of how fashionable is, how would you feel about that?

00:07:20
Speaker 2.9: Well, I've never really looked at that with furniture before and kitchen appliances too I don't think directly. In terms of the house, I do look at it with energy shut off and things like that, for example, but not really with furniture or with kitchen appliances, no.

00:07:43
Speaker 1: And would you then regret, for example, if you were in that situation, that you would therefore look at that, rather than how fashionable it is? Does that? Because so you don't look at it very much, so fashionable and if something is beautifu has your preference.

00:07:59
Speaker 2.9: Yes, basically, that does have, that's a preference, but yes, now that you put it that way. I do think it's important that something, something is sustainable of course. So if you suggested something that is sustainable and I still like it, then that's my preference, rather than just being sustainable, it has to be nice in the house.

00:08:24
Speaker 1: So you prefer a little bit of both sides actually.

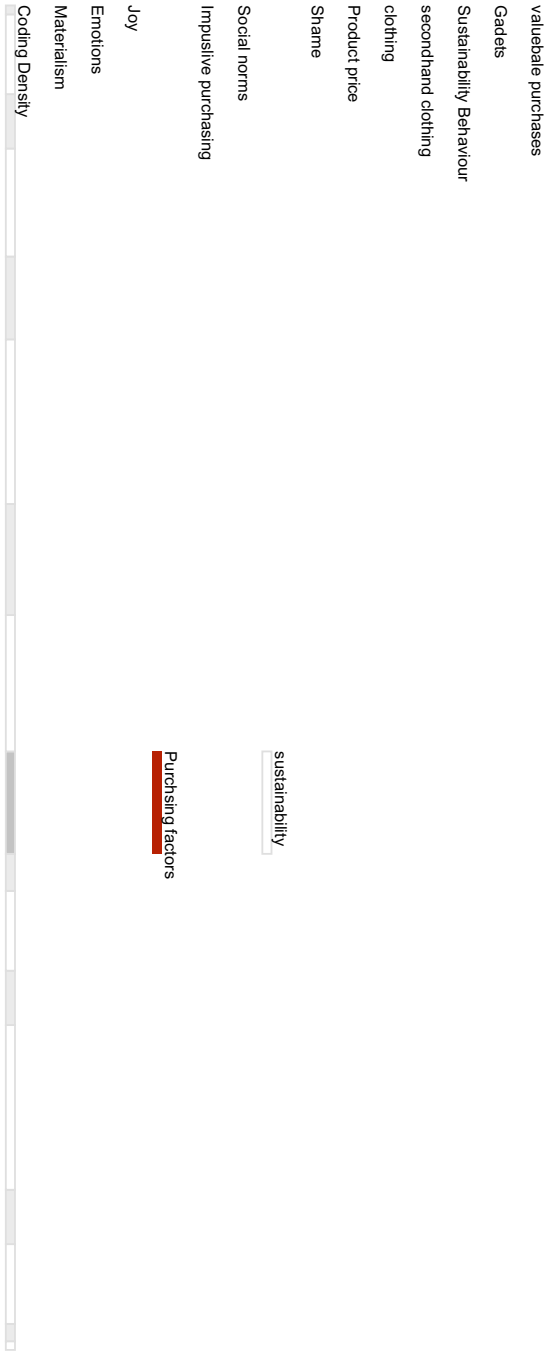
00:08:27
Speaker 2.9: Yes, actually.

00:08:32
Speaker 1: And if you look at your purchases over the past few years, maybe you can give an example of you bought something that you were actually a little bit ashamed of. That you thought of I don't need but I really wanted or yes, where you kind of day of oh why did I buy this.

00:08:50
Speaker 2.9: Mmm did you just hear that kid cry.

00:08:54
Speaker 1: No I didn't hear it.

00:08:58
Speaker 2.9: Um, so, that's a tough question.



00:09:07
Speaker 1: Or something that you thought, I actually have ten of these, but I also want the eleventh of them.

00:09:13
Speaker 2.9: Yeah, maybe with clothes, you know then you buy something and then afterwards you think, do I really need it. I don't have it very often, but that does come up sometimes for a mis-buy.

00:09:24
Speaker 1: And with those purchases, what factors do influence that then, that you bought at that time anyway and how you felt afterwards.

00:09:31
Speaker 2.9: Yes, sometimes I really feel like buying something, and then it's just a kind of happiness, the moment you're in. And then you think about that, why, but yes, that is the atmosphere that makes you feel good.

00:09:49
Speaker 1: Yes, is there a reason for it, so you say yes that moment you are in then and it makes you happy.

00:09:55
Speaker 2.9: Yes, I think that is related to it. Yes, then I have to buy something because that makes me happy, just want to spend money. And then afterwards you think, well, you didn't necessarily have to. So that emotion is there, yes.

00:10:08
Speaker 1: Yes. And then are you embarrassed before you bought that, or do you think what ever

00:10:15
Speaker 2.9: Not ashamed but I can resent that. Then I think geez how come. But I wouldn't be ashamed of such a thing.

00:10:24
Speaker 1: And would that feeling that you have now that you , so kind of regret it, so that in the future that discourages you from making such a purchase again? Or do you forget about it again.

00:10:34
Speaker 2.9: Mmm I do think that discourages. I don't know how long it discourages. But then you are cured of the random purchase for a while.

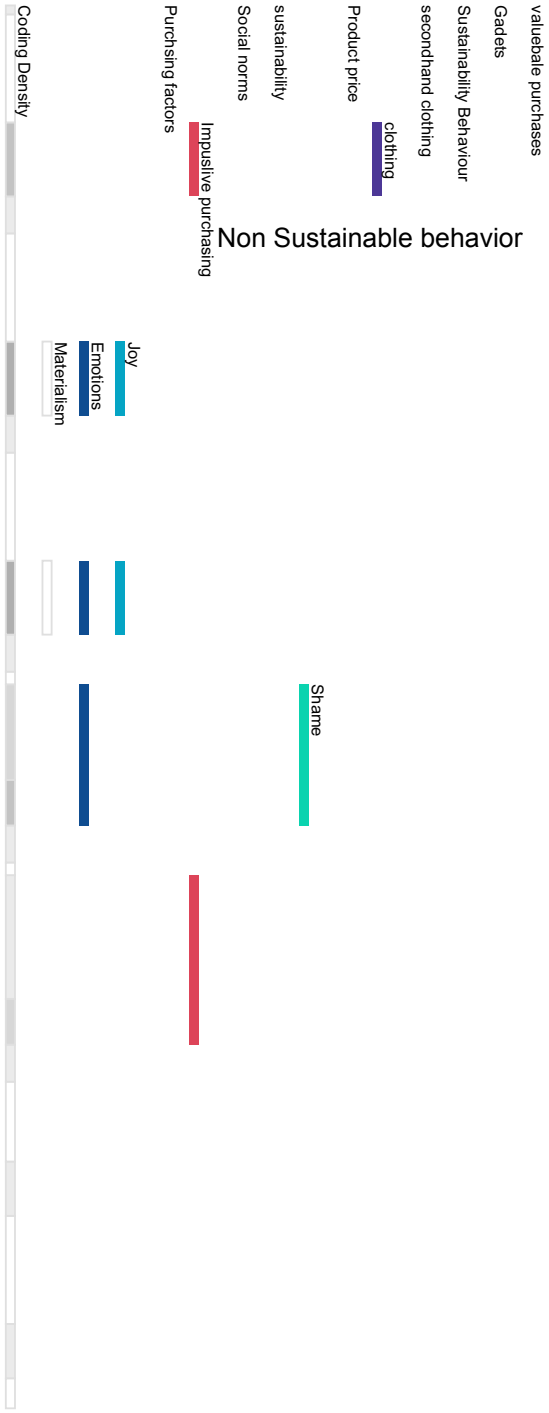
00:10:43
Speaker 1: Okay, so, it will for a period of time maybe affect your next purchase.

00:10:47
Speaker 2.9: Yes, yes.

00:10:50
Speaker 1: And suppose you're not able to buy something, for example, a new pair of clothes or shoes or a phone. Would this make you feel uncomfortable in front of others?

00:11:02
Speaker 2.9: No, no.

00:11:03
Speaker 1: No that wouldn't matter to you.



00:11:05

Speaker 2.9: No, of course it depends on how long that is. If you really just can't buy clothes for a long period of time, I would find that irritating. It would be the same every time you had to wear the same clothes. But if it's not possible for a certain period of time, then I don't really find that a problem.

00:11:25

Speaker 1: And this is more , there are some questions more directed towards about say in society. When you have bought something new, do you have that you think; Oh, I would really like to share that with others? You can do that through communication or through social media.

00:11:41

Speaker 2.9: Ehm no, maybe through WhatsApp for example when I share it with girlfriends or with my sister or something. Not really through social no.

00:11:50

Speaker 1: Why not do it through social?

Speaker 2.9: Yeah, I don't think that even occurs to me.

Speaker 1: Just that you don't need.

00:00:17

Speaker 2.9: No, no.

00:00:19

Speaker 1: And for example to your girlfriends on WhatsApp, why do you want to do that did a reason for that?

00:00:28

Speaker 2.9: Yes, because then I'm excited about it and then I like to show that, my new find.

00:00:37

Speaker 1: And would you ever compare your own purchases to someone else's?

00:00:45

Speaker 2.9: No, I don't think so no.

00:00:50

Speaker 1: Do you have a specific reason for that?

00:00:54

Speaker 2.9: So do you mean when you are shopping with someone or someone who has also bought something or something?

00:00:59

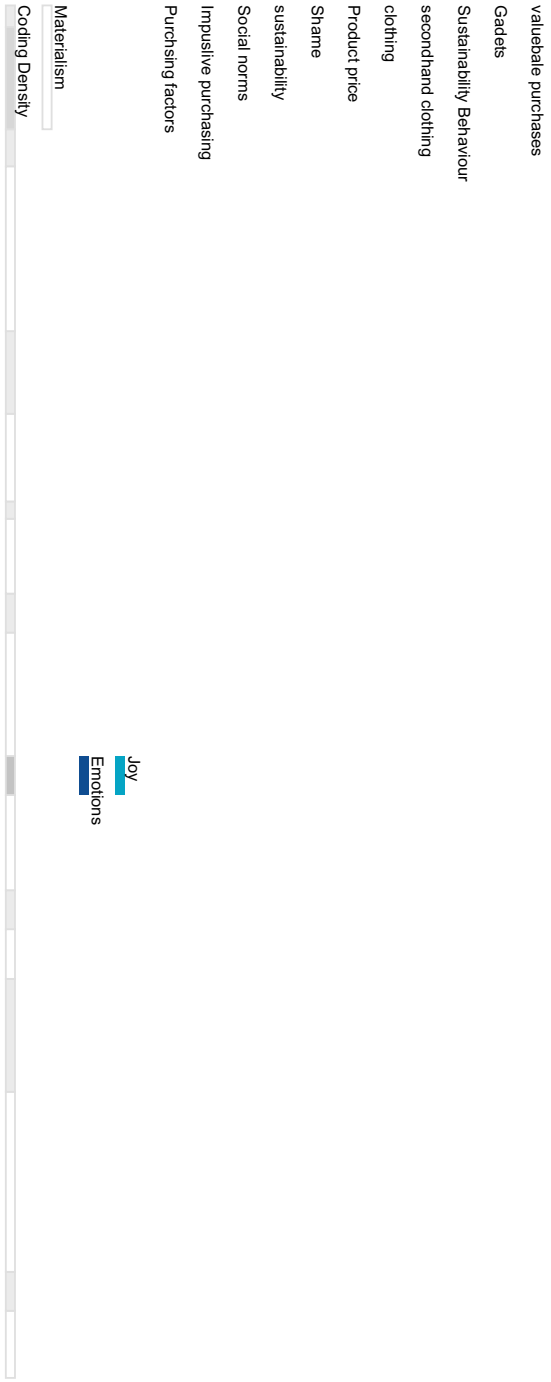
Speaker 1: Yes, let's say your sister bought a new bicycle. Are you then going to compare your new bike with hers if hers is perhaps more expensive or cheaper or of different quality, maybe in your head you think; Oh, I actually really like that one too, or I would like that one too.

00:01:18

Speaker 2.9: Yeah, I can't really think of an example. I don't really think so no.

00:01:26

Speaker 1: And how would you feel if other people did compare their purchases with yours?



00:01:34
Speaker 2.9: Yes, they should do that nicely if they want to, if they want to.

00:01:39
Speaker 1: It doesn't matter.

00:01:40
Speaker 2.9: No, it doesn't matter.

00:01:42
Speaker 1: And would, would that affect your future purchases if one did that?

00:01:46
Speaker 2.9: Mmm no, I don't think so.

00:01:52
Speaker 1: And have you ever felt the need to buy something because of your environment, so for example everyone has the latest iPhone. So then you also want the latest Iphone.

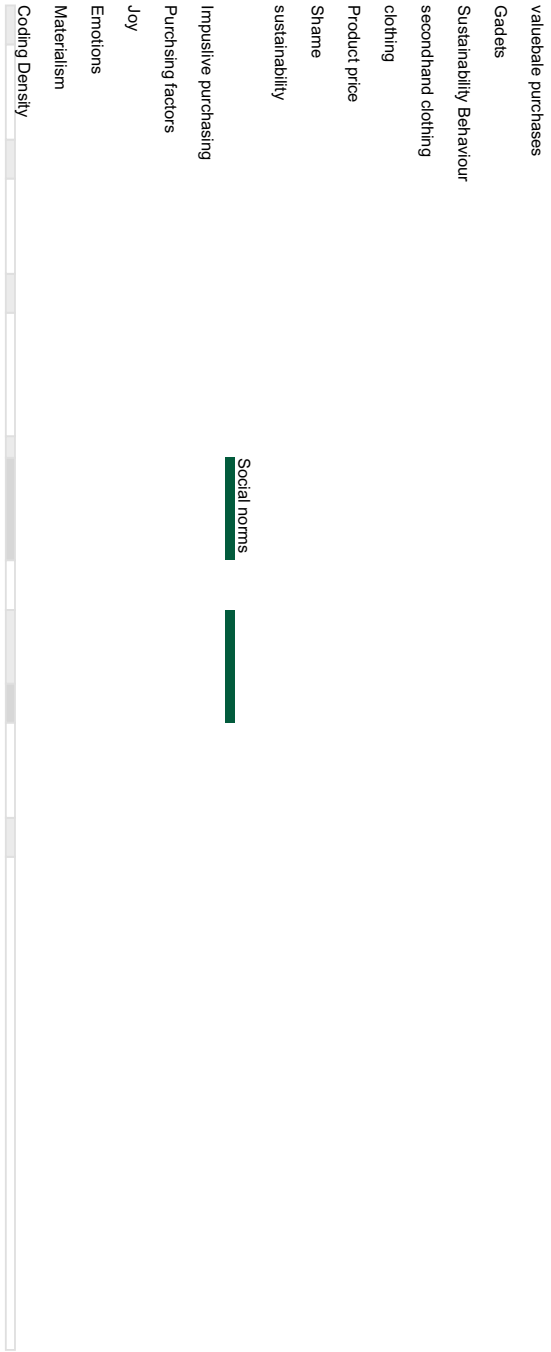
00:02:03
Speaker 2.9: Mmm yes, I think you are definitely influenced on a certain things. On social media. Or if you see new things there and then you think: oh, that's nice and then you go and look, and so I actually often come across things that I like. Yes, I think you are influenced by that, especially by social media I think.

00:02:28
Speaker 1: So you see other people have things and because of that you think; Oh, I want that too.

00:02:33
Speaker 2.9: Yes, okay.

00:02:38
Speaker 1: Well, that was actually it.

00:02:40
Speaker 2.9: Well, that's fast too, goes super fast.



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Speaker 1: In a moment and you have to give your email I forgot to ask. To just for a form to be signed quickly, or just a name under it that you give your approval, that your answers will be used.

00:00:12
Speaker 3: Yeah sure.

00:00:13
Speaker 1: That's got to come from the study for a moment. Okay, I have a couple of general questions. I do know I think a lot of it already, but I still have to ask and then the other questions are about your purchases and your purchasing habits and so on. First of all, where do you live?

00:00:30
Speaker 3: In The Hague.

00:00:32
Speaker 1: And where do you work?

00:00:37
Speaker 3: I work at KLM.

00:00:37
Speaker 1: And what kind of house do you live in?

00:00:38
Speaker 3: We live in a partition house. That's basically a downstairs with a floor on top.

00:00:45
Speaker 1: Yes, and you guys bought this, right?

00:00:49
Speaker 3: Yes we bought it very recently.

00:00:51
Speaker 1: How long have you been living there?

00:00:53
Speaker 3: We have been living there since December 24.

00:00:56
Speaker 1: And what made you move?

00:00:59
Speaker 3: Were looking for something bigger and we wanted to buy a house.

00:01:03
Speaker 1: And and looked at vacations, and just not counting this Corona year, how many times a year do you go on vacation on average?

00:01:11
Speaker 3: Well, I think about twice a year at least. Preferably more.

00:01:15
Speaker 1: Who prefers more but about two say.

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00:01:19
Speaker 3: Yes about two.

00:01:19
Speaker 1: And how do you usually travel to your vacation destination?

00:01:23
Speaker 3: By plane.

00:01:25
Speaker 1: Okay, those were the general questions. And then in terms of purchases like clothing, and furnishings. So do you have when you go shopping or need something new for a while that you can buy what you want for the most part?

00:01:43
Speaker 3: Well usually it does. It varies by month but really, if I really want something, I can always buy it.

00:01:48
Speaker 1: Yes, and then when you go to buy something, what are the factors that you think are important or that you look at when you buy something?

00:01:58
Speaker 3: Well now I do look a little bit more at sustainability.

00:01:59
Speaker 1: Yes.

00:02:00
Speaker 3: Do look at the stores a little bit, do try to pay attention. And first, of course, I just look to see if I like it.

00:02:06
Speaker 1: Yes.

00:02:07
Speaker 3: Whether it makes me happy.

00:02:08
Speaker 1: Yes, because when you buy something it's often because it makes you happy or you think nice.

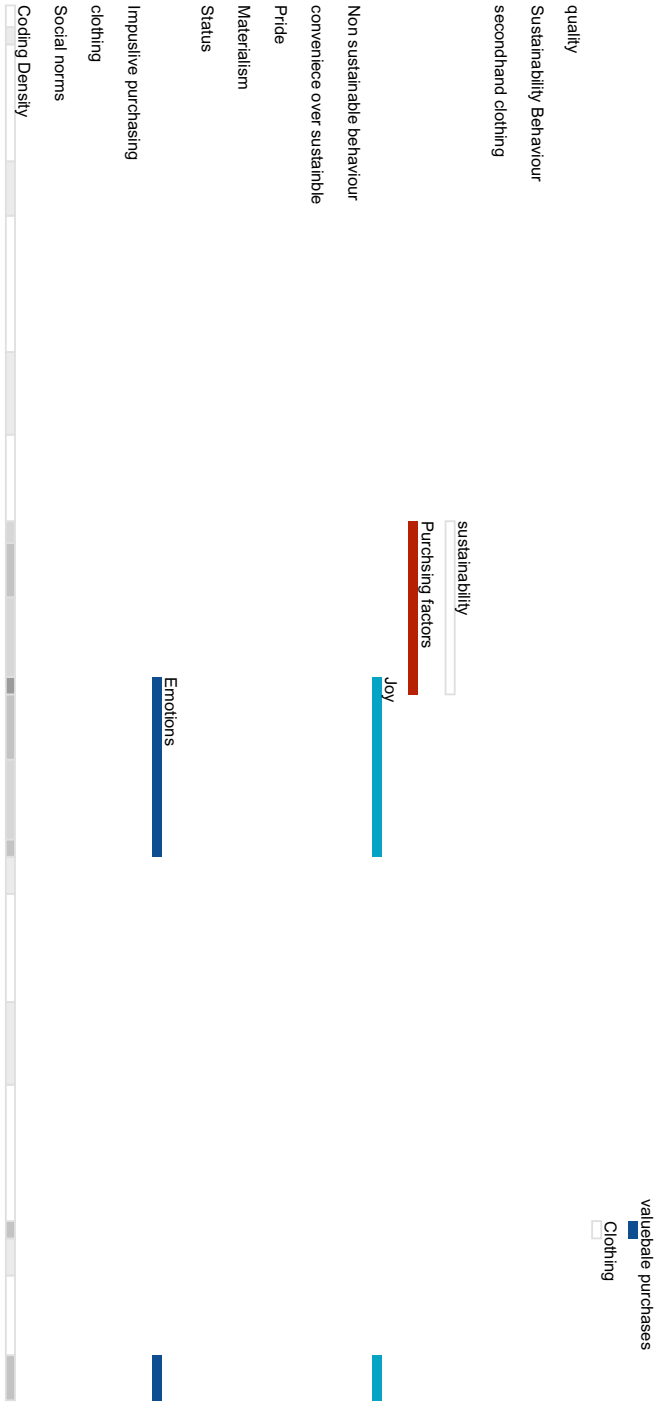
00:02:14
Speaker 3: Yes or I need t, you have necessary things of course, but clothing is, depends a little bit on whether I like it or not.

00:02:21
Speaker 1: Yes. And do you have a purchase that you can only tell that you value very much? That doesn't necessarily have to be very recent or right away something very expensive but just something that you value a lot.

00:02:33
Speaker 3: Well I bought a leather vintage coat.

00:02:34
Speaker 1: Oh yes.

00:02:36
Speaker 3: I'm really very happy with that one though. That's one of those, don't know if you know the brand, Sendra?



00:02:38
Speaker 1: Yes.

00:02:38
Speaker 3: Those are oversized leather jacket, and they are normally very expensive. But this one I have and second-hand , I also like, could buy quite a nice price. I've had them for four or five years now.

00:02:53
Speaker 1: Okay.

00:02:54
Speaker 3: So I'm still quite happy with that.

00:02:56
Speaker 1: Yeah, so you bought that then and you're still happy with it. And now if you were to go back and look for a new jacket or something, what would you take away from that that you're so still very happy with this jacket? Would you that then influence your future purchases?

00:03:13
Speaker 3: Yes then it is quality over quantity anyway.

00:03:16
Speaker 1: Okay, and so you already said that it's vintage, so you do have a thing for vintage clothing or yourself with secondhand clothing.

00:03:21
Speaker 3: Definitely.

00:03:23
Speaker 1: So you don't find that annoying to buy?

00:03:26
Speaker 3: No, just right, which means you can give a nice stuff a second life. If everybody did that, again, it would save. Would be a lot more sustainable.

00:03:36
Speaker 1: Sure and for example with furniture, what do you think about getting furniture from the thrift store or something like that?

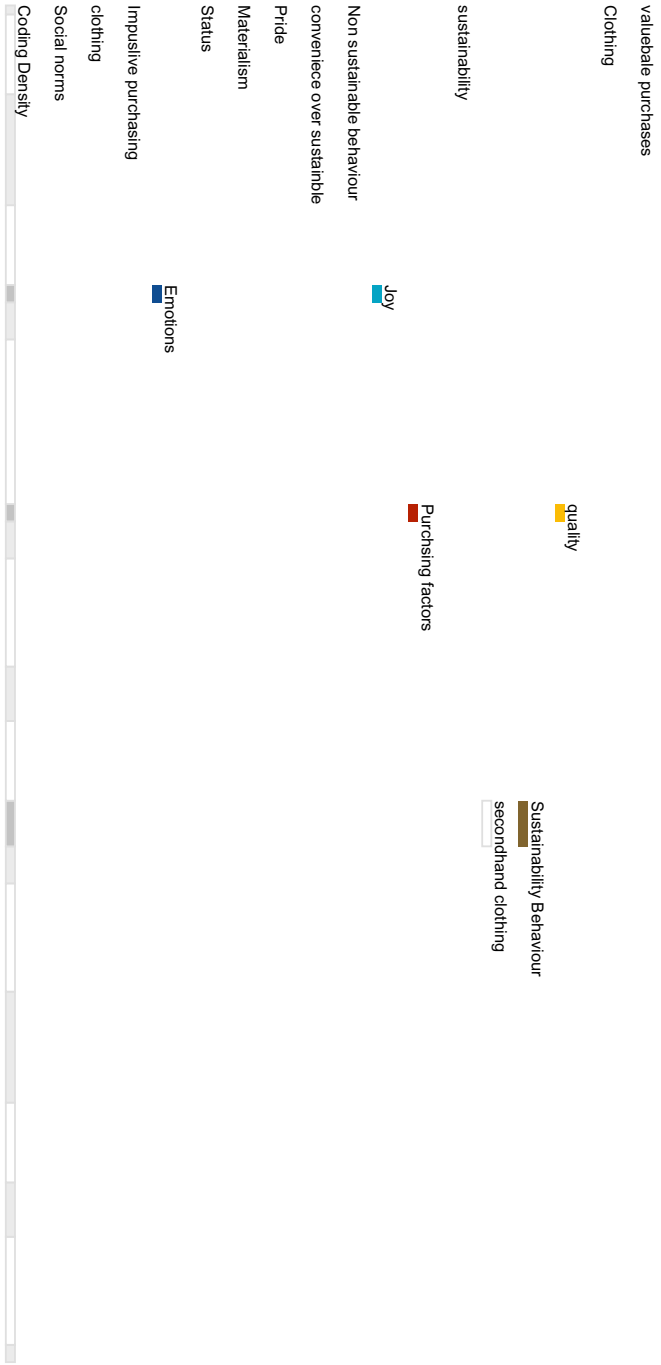
00:03:44
Speaker 3: I think that, it depends a little bit on what, because I think a mattress or a couch, I think is a little bit unhygienic that people really live there anyway. I think it's beautiful vases or a bouquet of dried flowers, which I bought recently.

00:03:58
Speaker 1: Oh yes.

00:04:00
Speaker 3: Those are the kind of things yes. When you see that and can buy it.

00:04:05
Speaker 1: Sure, and then indeed, then you don't necessarily need something new, also sometimes for indeed not mattress or so is.

00:04:08
Speaker 3: Exactly.



00:04:09
Speaker 1: A table or a chair.

00:04:12
Speaker 3: Yes a table or a chair, vases and small things. Plates or crockery I think is also still possible.

00:04:19
Speaker 1: Yes.

00:04:20
Speaker 3: If you can just put it in the dishwasher.

00:04:21
Speaker 1: Yes, beautiful antique dinnerware.

00:04:23
Speaker 3: Exactly.

00:04:25
Speaker 1: And you guys have just moved in now and you need new furniture and so on there as well and then just not looking at second hand, but that you would choose furniture based and equipment based on how energy efficient it would be or that recycled materials was used and look less than at a fashionable it is, how would you feel about that?

00:04:47
Speaker 3: We bought a kitchen with an induction cooktop, for example, and that's because in the long run gas is actually going to disappear. So then you do look at what's more convenient in the long run.

00:05:00
Speaker 1: Yes.

00:05:03
Speaker 3: And also cheaper. So some things you do have to take into account, but yes, with some things it's also just what you like or something you like better.

00:05:12
Speaker 1: Yes.

00:05:13
Speaker 3: So that's different.

00:05:14
Speaker 1: A mix of both.

00:05:15
Speaker 3: Yes a mix of both indeed.

00:05:16
Speaker 1: And you also just mentioned that you guys go on vacation twice a year, and mostly by plane. What are some of the destinations that you go to often. Or what are the most recent destinations?

00:05:32
Speaker 3: We try to take one long trip at least once a year: asia or south America, something like that. And then once a year we usually go to Spain or another city a little closer.

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00:05:49

Speaker 1: And those are of course, especially if you go to South America, well always by plane or to Asia or something not really doable by car. But would you guys be willing with for example in the future that you say, looking at the environment to go on vacation even more often by car for example?

00:06:05

Speaker 3: I do believe that some things are also just more fun with the car does, it's not necessary to fly all the time. Just yes it, it's often with us often more about time. Often you have a busy life and very little vacation or little free time then you choose the somewhat faster the option actually.

00:06:24

Speaker 1: Yes.

00:06:26

Speaker 3: So we are certainly not ruling out no.

00:06:28

Speaker 1: And vacations in the Netherlands itself?

00:06:31

Speaker 3: Then I'm not a fan of it myself.

00:06:33

Speaker 1: No, tell.

00:06:36

Speaker 3: Yes, I think, I'm not going. I probably won't feel like I'm on vacation until I cross the border.

00:06:40

Speaker 1: Yes.

00:06:41

Speaker 3: A little feel-good thingy though.

00:06:43

Speaker 1: You just really indeed are in the foreign country.

00:06:44

Speaker 3: Yes, and I also like to seek out the sun, and of course it is sporadic in the Netherlands.

00:06:50

Speaker 1: Yes, so the climate does play a part then, what kind of weather it is.

00:06:53

Speaker 3: Yes.

00:06:55

Speaker 1: Um, and, and, perhaps, you can give an example of a purchase you made that you're ashamed of. So then you can think of something that you actually already have a lot of, or that you didn't need at all, but that you absolutely wanted to buy and afterwards thought: what am I doing with this.

00:07:17

Speaker 3: Let me think. Well I did, I bought a bicycle.

Coding Density
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00:07:19
Speaker 1: Yes.

00:07:20
Speaker 3. While I don't actually cycle. So those are kind of the things that I think well I would have been better off spending my money somewhere else.

00:07:27
Speaker 1: Yes, and why had you bought it anyway?

00:07:31
Speaker 3: Yes, because I actually rated myself better.

00:07:35
Speaker 1: You thought, I'll go for a bike ride more often than not.

00:07:38
Speaker 3: Yes I'm going to cycle more often, but actually that hasn't quite worked out.

00:07:40
Speaker 1: No.

00:07:41
Speaker 3: And with clothing I have that too sometimes then I again buy such a sweater or then you come home and you see actually already have five white shirts hanging. And then you bought another one. So in that respect, I can pay more attention to that.

00:07:53
Speaker 1: Yes, because why do you buy some extra shirt anyway.

00:07:57
Speaker 3: Isn't that right, then you let yourself, then you walk down the street of the store and then you see some nice hanging there. And then you change your mind without thinking that you actually already have four of them.

00:08:11
Speaker 1: And um, would something like that then discourage you from doing another one of those in the future or do you actually forget about it again quickly?

00:08:26
Speaker 3: Well, I've been trying to pay more attention to it lately. Also because it's more in the news that the whole world needs to become a bit more sustainable. But it still sometimes slips through the cracks.

00:08:34
Speaker 1: So you do think about it, but.

00:08:35
Speaker 3: I do think but. We still have to learn to apply it properly.

00:08:41
Speaker 1: The awareness is there but not yet.

00:08:42
Speaker 3: Yes indeed.

00:08:45
Speaker 1: And imagine you have a situation arise, that could also be on for environment but could also be financial or just whatever situation that you would not be able to buy

something new, new clothes, shoes or a new phone. How would you feel about that or if that would also embarrass you?

00:09:03
Speaker 3: I'm not very materialistic. In terms of clothes I actually have enough, but look if your phone breaks and you can't buy a new one. I would hate that.

00:09:17
Speaker 1: But suppose you would you have, just suggested another Iphone five or so.

00:09:23
Speaker 3: Yes I wouldn't worry about that.

00:09:25
Speaker 1: And you would dr, not be ashamed of it or anything towards your environment?

00:09:32
Speaker 3: Hear, certainly not, everyone has less of a month.

00:09:35
Speaker 1: Yes, no, but also say not financially, but that you say, well, I just don't really want to contribute to consuming anymore, so much.

00:09:44
Speaker 3: Neither would I, I wouldn't be ashamed of it either would I just think it's very good.

00:09:46
Speaker 1: Yes, and why would you like that?

00:09:52
Speaker 3: Well I think that's better, a better life starts with yourself. I just think it's great when people can do that, so I'm not ashamed of that either if I would consume less and want to be more mindful of the environment.

00:10:03
Speaker 1: Just something positive.

00:10:05
Speaker 3: Yes indeed.

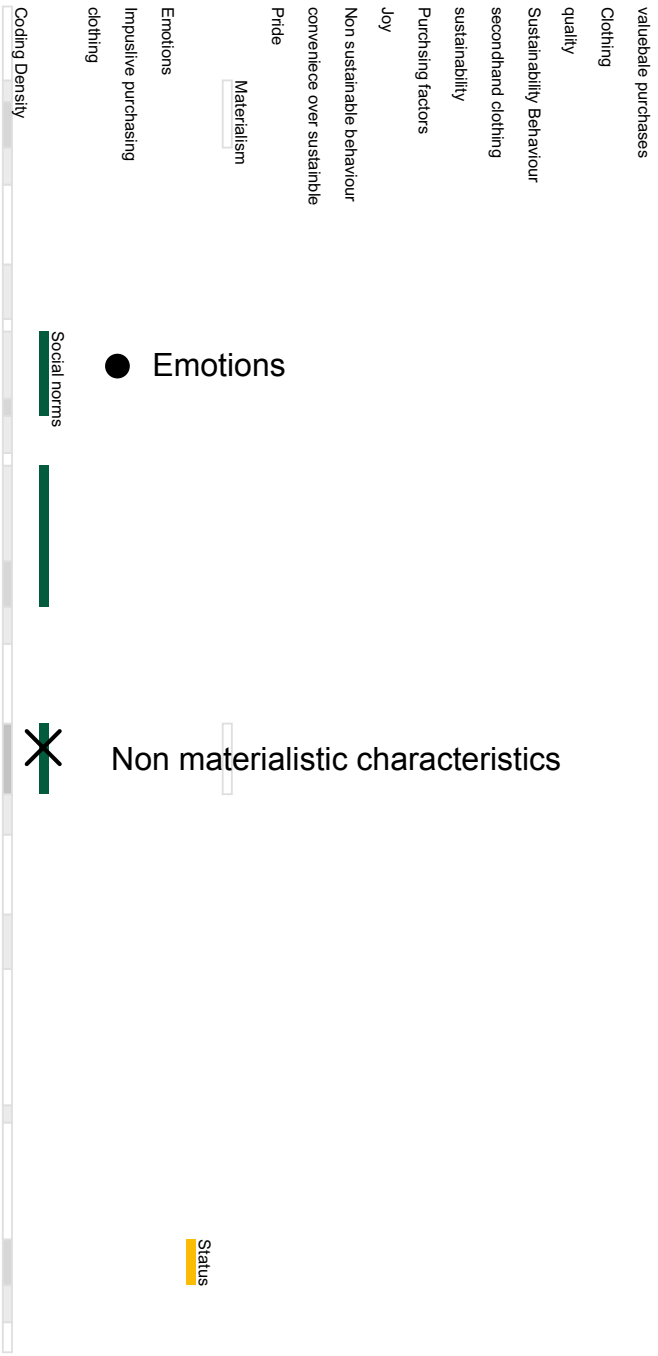
00:10:08
Speaker 1: And do you ever have that you make a purchase and that you, in general, like to share your purchases a, with others as in show that you show of oh. I bought something new.

00:10:17
Speaker 3: Yeah yeah sure.

00:10:19
Speaker 1: And how do you show that?

00:10:22
Speaker 3: So I think if you bought something new, whether it's clothes, a new kitchen or a new sofa, to share that with people, to show that.

00:10:31
Speaker 1: Yes.



00:10:32
Speaker 3: Also to hear their opinion.

00:10:33
Speaker 1: Yes, to hear their opinion and are there any other things that you think are important then, or that you, that you then think of well that's why I want to show it or that you're happy with it?

00:10:44
Speaker 3: Yes bit because you are proud of it.

00:10:45
Speaker 1: Yes, that you think of I worked hard for it.

00:10:48
Speaker 3: I worked for it, and do you like it? On the one hand opinion and the other hand because you are proud of it, I think.

00:10:54
Speaker 1: And then is there also on social media or especially just when you're engaging people in conversation.

00:11:00
Speaker 3: More when you're interacting with people. But also do social media I think, if you're really proud of your home then maybe I could post a spot.

00:11:12
Speaker 1: And do you ever find yourself comparing your purchases to someone else's?

00:11:20
Speaker 3: Not consciously, but I think subconsciously.

00:11:23
Speaker 1: Yes, how do you notice that?

00:11:24
Speaker 3: I think everyone is subconsciously thinking; oh nice, who bought that, I might like that too.

00:11:32
Speaker 1: Yes.

00:11:33
Speaker 3: I think you do pick up on it, other people's purchases. But I don't, I don't consciously compare.

00:11:40
Speaker 1: No, okay, more just like oh, that's nice too, a little inspiration.

00:11:44
Speaker 3: Yes, exactly.

00:11:45
Speaker 1: But not that you're dissapointed at your own purchases when you see that Pete's is nicer.

00:11:50
Speaker 3: No, definitely not. I haven't.

00:11:53
Speaker 1: And how would you feel if other people did very much compare their purchase with yours?

00:12:01
Speaker 3: Yes of course it is also a piece of recognition that you bought something nice. I don't think it's necessary. Everyone has their own taste.

00:12:11
Speaker 1: But it wouldn't affect your purchases?

00:12:13
Speaker 3: No, definitely not.

00:12:14
Speaker 1: No, and have you ever felt the need to buy something because of that environment, so that you felt a kind of pressure to yes?

00:12:25
Speaker 3: Yes that bike!

00:12:28
Speaker 1: Yes, because?

00:12:28
Speaker 3: Well everyone in the Hague actually has a bike and everyone does all that on a bike too. Well then I should too, But yes aat is actually not what suits me.

00:12:38
Speaker 1: No, and then maybe you also experienced in the past that you would kind of to belong to something also want certain things?

00:12:49
Speaker 3: Sure, because I used to, when I was in high school back then, we all wore a G-star vest.

00:12:54
Speaker 1: Yes.

00:12:57
Speaker 3: And those are purchases that you do because everybody else has it. Look at Uggs or Doctor Martins. Then you're inspired by other people anyway, I think.

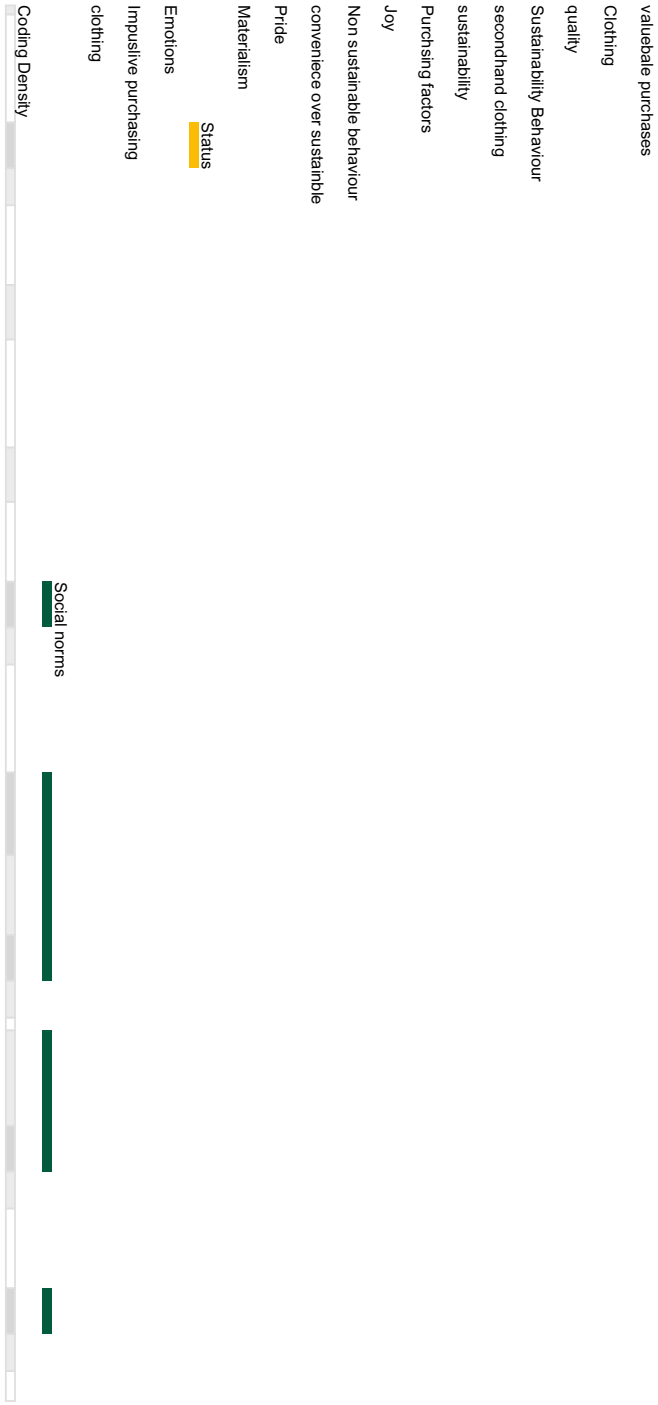
00:13:07
Speaker 1: And in itself inspiration is actually something positive, but do you also sometimes have that it's more of you're just afraid of not fitting in then or?

00:13:17
Speaker 3: Not anymore but in the past, especially in elementary school high school then you do buy things to belong.

00:13:24
Speaker 1: Because were you where you if you were then afraid of, if you didn't belong?

00:13:29
Speaker 3: Ehm I don't think so much afraid, I think it's just kind of an automatism when you're young that you just go along with the rest.

00:13:37
Speaker 1: Yes, because you let yourself be led a little bit maybe.



00:13:42
Speaker 3: Yes you let lead.

00:13:45
Speaker 1: But you say you don't experience that as much now

00:13:46
Speaker 3: No more at all

00:13:49
Speaker 1: Do you do have with people in your community in whom you do see that, or who do still have that there, say they are very much?

00:13:57
Speaker 3: No, I don't think so, I think when you get a little older you get very much your own way.

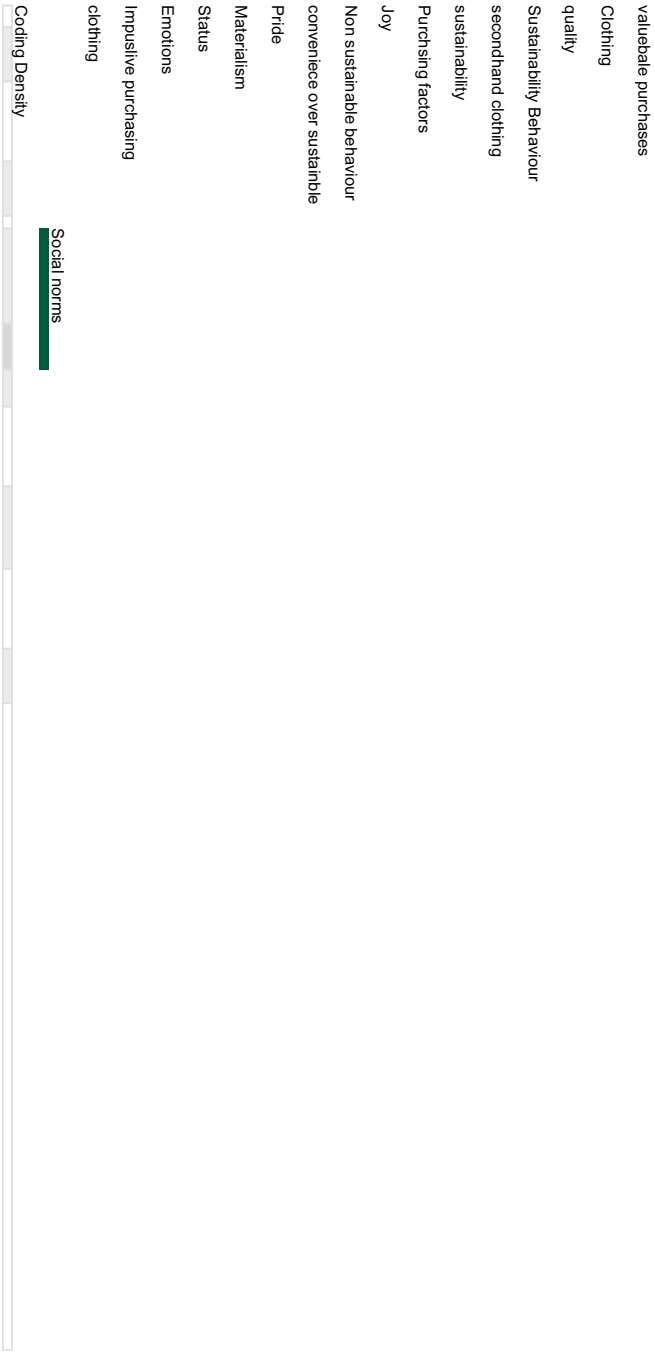
00:14:01
Speaker 1: Yes.

00:14:02
Speaker 3: So I think in my area, everybody kind of has their own taste and your own influences.

00:14:08
Speaker 1: Yes.

00:14:09
Speaker 3: So I don't think people really buy more stuff because other people have it.

00:14:12
Speaker 1: No, okay, totally clear, that was the all the all questions again.



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Speaker 1: Some of the things I might already fill in as well, but I'll ask anyway for the, for the record. Where do you live?

00:00:07
Speaker 3.1: In Noordwijk.

00:00:08
Speaker 1: And where do you work?

00:00:12
Speaker 3.1: In The Hague.

00:00:12
Speaker 2: The Hague, and the company is called?

00:00:14
Speaker 3.1: Fixed charge comparators.

00:00:21
Speaker 1: And how many times a year do you go on vacation? Average say, but of course this Corona year just didn't look at it.

00:00:30
Speaker 3.1: Then I go on vacation three times a year.

00:00:32
Speaker 1: And how do you usually travel to your vacation destination.

00:00:35
Speaker 3.1: Airplanes.

00:00:35
Speaker 1: With plane, and what kind of house do you live in?

00:00:41
Speaker 3.1: An apartment.

00:00:42
Speaker 1: Apartment and is that bought, or rented

00:00:46
Speaker 3.1: Well, I live rented apartment myself, but I also have a bought apartment but I rent it out.

00:00:53
Speaker 1: And how long though you in your rental apartment.

00:00:55
Speaker 3.1: Six months now.

00:00:58
Speaker 1: Is there a specific reason you moved there?

00:01:02
Speaker 3.1: That was because I got the offer from me grandparents.

00:01:08
Speaker 1: Then you thought, that's where I need to go.

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00:01:11
Speaker 3.1: Right. Because my grandparents could edit that and I was able to rent for a low price

00:01:18
Speaker 1: Well totally okay, then I'm going to move on to the more in-depth questions, so in terms of purchases like clothing and furnishings so non food items, do you feel that most of the time when you go shopping or something that you can then buy whatever you want?

00:01:35
Speaker 3.1: Yes.

00:01:35
Speaker 1: And what factors are affected by that, if you're going to buy something new and new clothes or a new piece of furniture or something.

00:01:49
Speaker 3.1: How it's in the market, so a little bit when I look. if I'm really going to buy something like a television, I look at the reviews if it's well reviewed. If I buy a table is, that usually the price would actually say, but how can I call it easiest. like digital products like Iphone I really look at the price and quality and all other things I often look at the price.

00:02:21
Speaker 1: Yes, and why does that matter to you?

00:02:28
Speaker 3.1: Well, I am a bit and bargain hunter. I often want offers, that makes me very happy and I also really seek out what's the cheapest. And that's actually important to me because I just yeah, that's in my nature, just looking for the best deal.

00:02:46
Speaker 1: You're just, you like that to then also figure it all out.

00:02:49
Speaker 3.1: Exactly, not very long of course.

00:02:51
Speaker 1: No, but.

00:02:53
Speaker 3.1: I look, if I have the TV also for such an amount of 500 euros, yes, then you can also look elsewhere if it is on sale for 450 or so.

00:03:00
Speaker 1: Yes, so, you are rather than someone who thinks about it a little bit longer maybe before you go to something more research.

00:03:05
Speaker 3.1: Yes definitely.

00:03:06
Speaker 1: Then the impulsive.

00:03:08
Speaker 3.1: Right I don't make impulsive purchases.

00:03:11
Speaker 1: Okay, and can you tell me about a purchase that you made that you appreciate,

so it doesn't necessarily have to be recent. Also doesn't necessarily have to be something very expensive right away, but just something that you value or are very happy with.

00:03:23
Speaker 3.1: Yes I do know that, that's my motorbike.

00:03:26
Speaker 1: Your motorcycle. Yeah, I get that. And how do you feel.

00:03:39
Speaker 3.1: Yes does that also apply?

00:03:38
Speaker 1: Yes yes sure, of course just a purchase that you hect a lot. So yeah then a motorcycle, I get that.

00:03:43
Speaker 3.1: Yes I am really very happy with that.

00:03:45
Speaker 1: And yes then the question is then: how did you feel when you bought it, but yes.

00:03:53
Speaker 3.1: Yes very happy but mainly like a kind of next level goes. A step forward in your life.

00:03:58
Speaker 1: Yes, a bit of a grown-up and maybe a bit of pride.

00:04:02
Speaker 3.1: Is right also that you, a piece of pride that that it succeeded, you know.

00:04:09
Speaker 1: And looking back on that purchase now, how do you still feel about that?

00:04:13
Speaker 3.1: Yes still happy

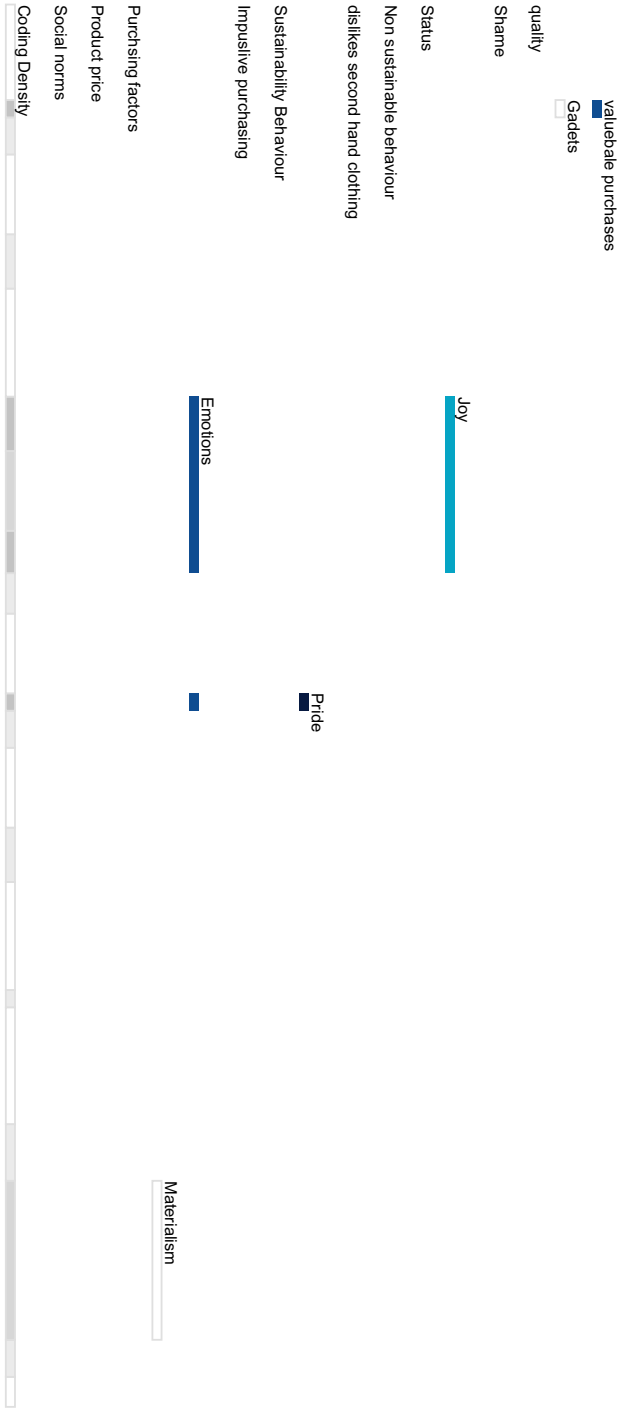
00:04:16
Speaker 1: And you said here before you so best not really make impulsive purchases. So I assume you motor-that you did think about that for a long time as well.

00:04:23
Speaker 3.1: Yes

00:04:23
Speaker 1: And also did a lot of research on it or what kind?

00:04:34
Speaker 3.1: Yes well one day. I have a day, I spent a week looking at exactly what kind of bike I wanted and then I actually got in a day. I made the decision, then I slept on it one more night, to make sure I wanted it, and only then did I contact the dealer to go pick it up. And then I went there, that's maybe important to tell again, maybe in the context of the investigation. Because then it's so in your head and then suddenly I want it very badly. And then you forget, because you want it so badly that you really have to look at it, because then the front forks turned out to be quite old so some things had to be replaced. But afterwards I'm still happy with it. I don't regret it.

00:05:18
Speaker 1: No.



00:05:19
Speaker 3.1: Despite that I did get a little surprise.

00:05:22
Speaker 1: Okay, so when you get really excited about something at some point, you do want to get to it as soon as possible.

00:05:31
Speaker 3.1: Then I want it straight away. And then actually in the maybe that's that sometimes piece of impulsive and then that you want em so badly that then you're not critical enough or something.

00:05:48
Speaker 1: That you then indeed don't maybe not look at the things that you would normally look at.

00:05:53
Speaker 3.1: Exactly yes exactly.

00:05:56
Speaker 1: And then in what way might this affect your future purchases? Would that have an effect if you buy something like this again? Something expensive, something big.

00:06:04
Speaker 3.1: Yes, the next time I would think more deeply about it anyway. For example, I was about to buy a car last week. And that was a very cool SUV, and I didn't do it, because I knew from a good friend that that engine is a diesel, and there were a lot of problems with that when they are ten years old. So in three years I would have to replace the whole engine block. And so actually because of that last time I bought that engine, I've become a lot more critical, I really want it but on the other hand I mustn't want it too much

00:06:47
Speaker 1: No, just that you still stay sharp

00:06:51
Speaker 3.1: Right.

00:06:53
Speaker 1: Okay, and then imagine, there would be a situation where you decided for it of well, I actually want to consume less and so you can't make such a valuable purchase. How would you feel about that?

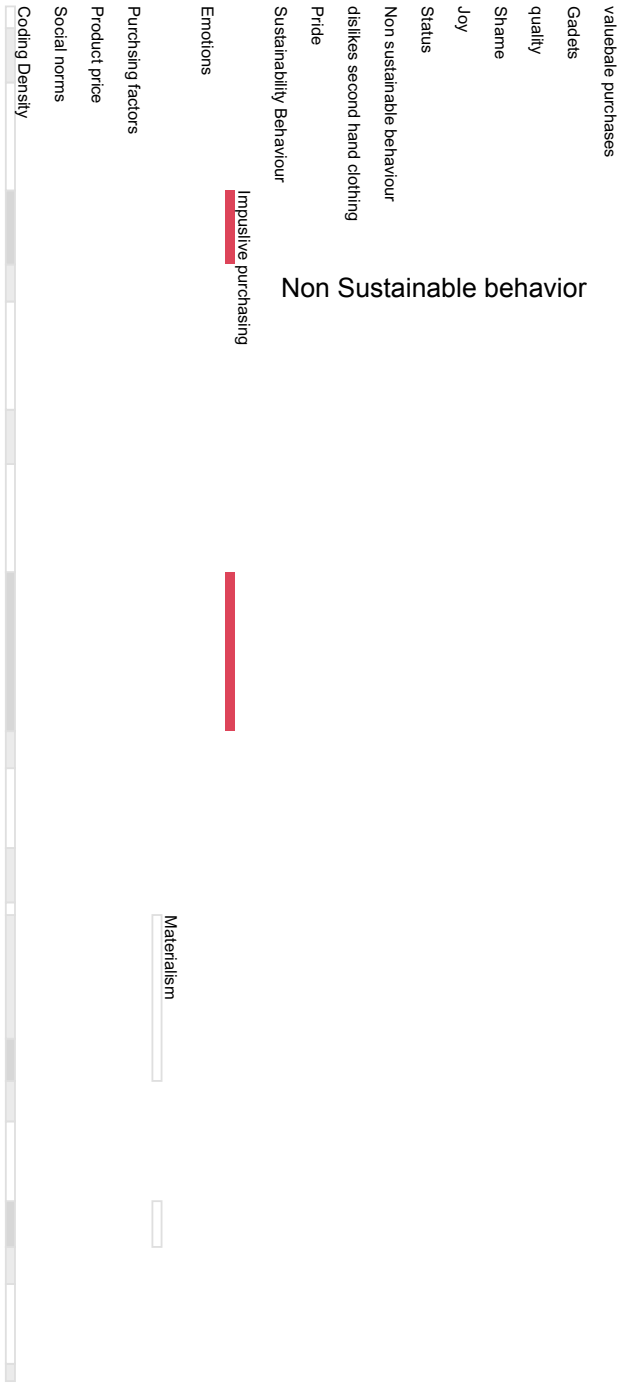
00:07:09
Speaker 3.1: Yes, I have, I don't have much of a problem with that. But I've never really had that.

00:07:15
Speaker 1: No.

00:07:16
Speaker 3.1: Because I, I don't buy ridiculously expensive things, so I wouldn't be able to say that but it would make my feel terrible if I wanted or needed something I couldn't get it.

00:07:28
Speaker 1: You would be annoyed by that.

00:07:29
Speaker 3.1: I would really hate that but I have never experienced that.



00:07:34
Speaker 1: Yes, and then

00:07:36
Speaker 3.1: Yes, that may sound very arrogant but I don't mean that aboslutely.

00:07:39
Speaker 1: No, no, no, I get that.

00:07:41
Speaker 3.1: No, but I things under 500 euros I have always been able to buy you understand?

00:07:45
Speaker 1: Yeah, so that was never, but then if you're not looking at it financially, but maybe from more of an example, a sustainability point of view that you choose from well, I actually want to consume less, so I'll do two more years with that bike before I would replace it, or I wony buy the latest Iphone. That's then the situation that would occur, how would you feel about that? So not financially, but you're going to look at just yes that you want to buy less, at all for either the environment or for yes, those kinds of reasons.

00:08:20
Speaker 3.1: I actually buy, yes durability, for example I do a very long time with a phone and I do a very long time with things with clothes already over. Actually when it runs out I throw it away in terms of clothing. But my phone if really only when the cracks are in it I throw em away. And that was last time, I had something like 4 years. So actually those are things that in terms of sustainability, actually not for the environment but purely for yes, for meself actually.

00:08:52
Speaker 1: Because you've been using it long anyway.

00:08:54
Speaker 3.1: Yeah, I'm not like I have to get another Iphone every year now.

00:08:59
Speaker 1: And then if you look we just mentioned also clothing, that you do a very long time with that. How do you think, how do you feel about going for second-hand clothes instead of new ones. You can just say it honestly if you. I'll call you after a few examples if you just say: I don't like that or something.

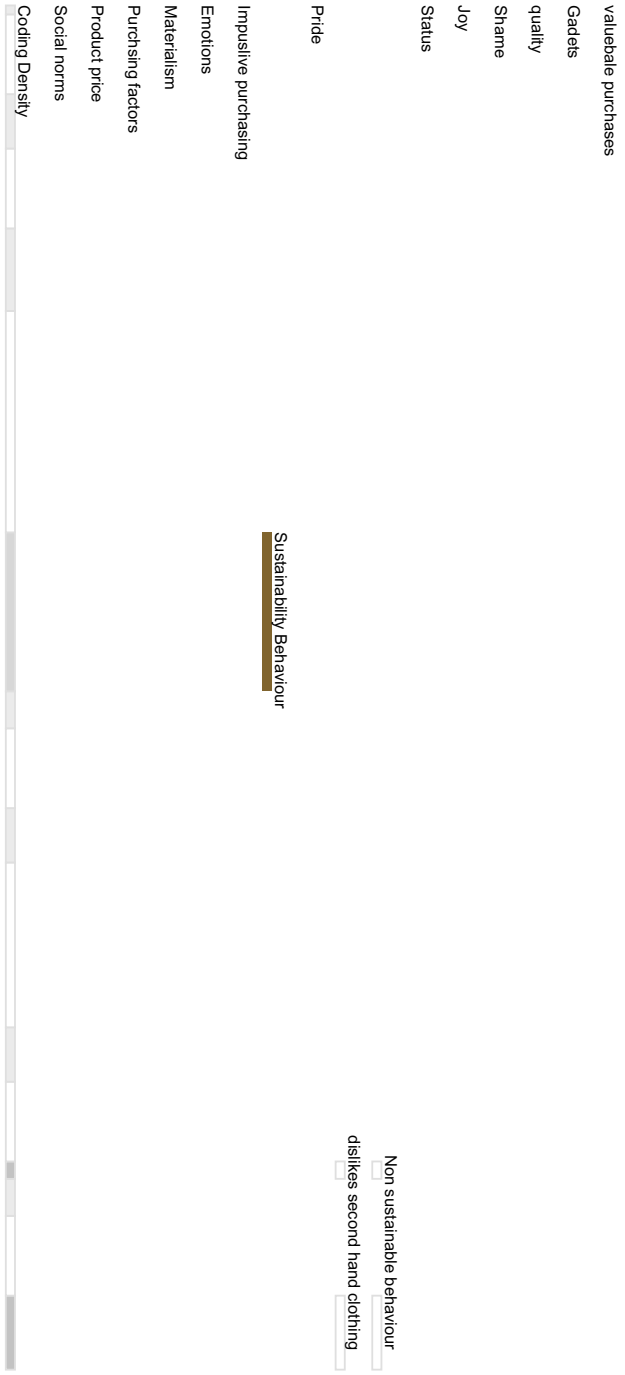
00:09:15
Speaker 3.1: Yes, I I, I don't do it myself.

00:09:17
Speaker 1: No.

00:09:18
Speaker 3.1: I am not condemning it aboslutely, but I do it myself I am not interested in it.

00:09:23
Speaker 1: And what are the reasons for that?

00:09:29
Speaker 3.1: Because I don't buy a lot of clothes anyway. And then I buy it completely to my taste new without it having been worn. And that's also maybe out of a piece of hygiene. I know that of course it's better for yes certainly worn stuff if it is only a yearand someone



throws it away. I also know friends who wear something half a year. But then I always advise give it to my grandmother and she sends it to Romania.

00:09:58
Speaker 1: Yeah, exactly so you might want to give then rather your own second, you clothes, well kind of second life to somebody else or something.

00:10:09
Speaker 3.1: I always do that. I sent it, if something's not out but or I've grown out of it then I send it, then my grandmother sends it to Romania.

00:10:18
Speaker 1: Okay, okay, well, that's pretty good too, actually initiative.

00:10:25
Speaker 3.1: Yes I bought a coat for example like Ruby did on Saturday. And then I have my other coat, my old coat. It still works very well but I've been wearing it for five years. And it's still a good coat, because it's still good I donated it to Romania.

00:10:43
Speaker 1: Okay, that's very nice, indeed, because then instead of just throwing it away or we that that's going to dust in the closet.

00:10:49
Speaker 3.1: Exactly.

00:10:51
Speaker 1: And for example with furniture and equipment that you would also buy that for example second hand, or that you would look more of is something energy efficient or guus, recycled materials. Or how do you look at that then?

00:11:06
Speaker 3.1: No, with the environment I am actually too little concerned in my purchases. Yes, I'm not doing enough. I am, for example, making my house more sustainable, with energy leaks that is. But furniture, for example, yes, then I'll be honest, my table I got from my mother, the sofa I got from my uncle and aunt. They are still clean and I gave them a lick of paint, that table. And the sofa was still in very good condition. But my uncle and aunt were fed up with it, so I get all these discarded things, to call it that, but I'm happy with them.

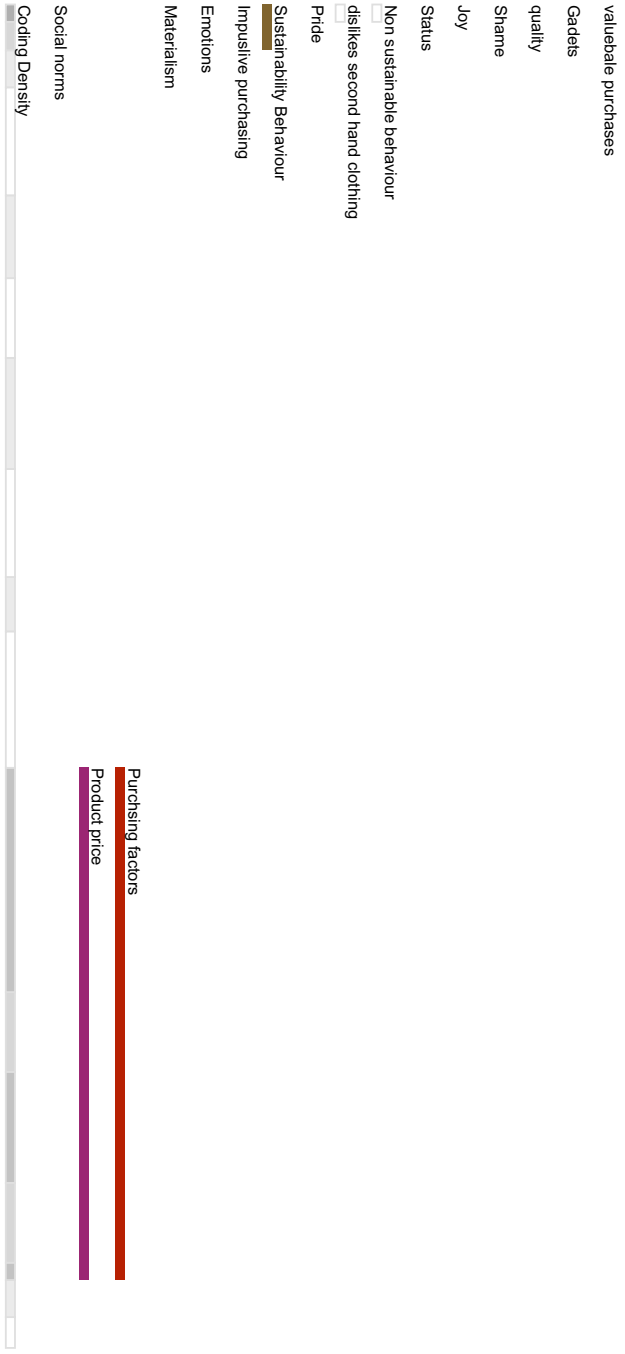
00:11:49
Speaker 1: Yes, so actually also kind of second hand, then anyway, but in your own circles.

00:11:55
Speaker 3.1: Yes, that's second hand and then own circles. For example, I have a table and a cabinet and still weing furniture pieces in my house. Actually just a cabinet and then a coffee table and I just bought those at the thrift store.

00:12:13
Speaker 1: Okay, so that, that would be that. You would then be open to that again.

00:12:18
Speaker 3.1: Yes but that's really purely, I do say honestly, to do with the price.

00:12:22
Speaker 1: Yes, because it then that those are deals you're looking for.



00:12:26
Speaker 3.1: Yes.

00:12:28
Speaker 1: Okay, and then for a moment not looking at purchases, but looking at a vacation. How would you like to go on a vacation by car in your own country instead of flying abroad?

00:12:44
Speaker 3.1: Very nice.

00:12:44
Speaker 1: Yes?

00:12:44
Speaker 3.1: Yes.

00:12:45
Speaker 1: And how would you, when you say that to friends for example, of yes well, I'm not going to ibiza by plane this year, but I'm going to Vlieland by car.

00:12:54
Speaker 3.1: Yes.

00:12:54
Speaker 1: How does that make you feel?

00:12:57
Speaker 3.1: Yes I would have absolutely no shame in that only my interest is not so much in the Netherlands. I, look my interest actually often in places where you where to fly and if I go for example to, when I lived in Berlin, you can choose to go by car but actually always chose to fly and that just purely for speed.

00:13:17
Speaker 1: Just that the convenience actually plays a role then.

00:13:19
Speaker 3.1: Yes, I find the convenience only for example in the Netherlands on vacation. Yes I actually never do that but I wouldn't feel embarassed by it or anything.

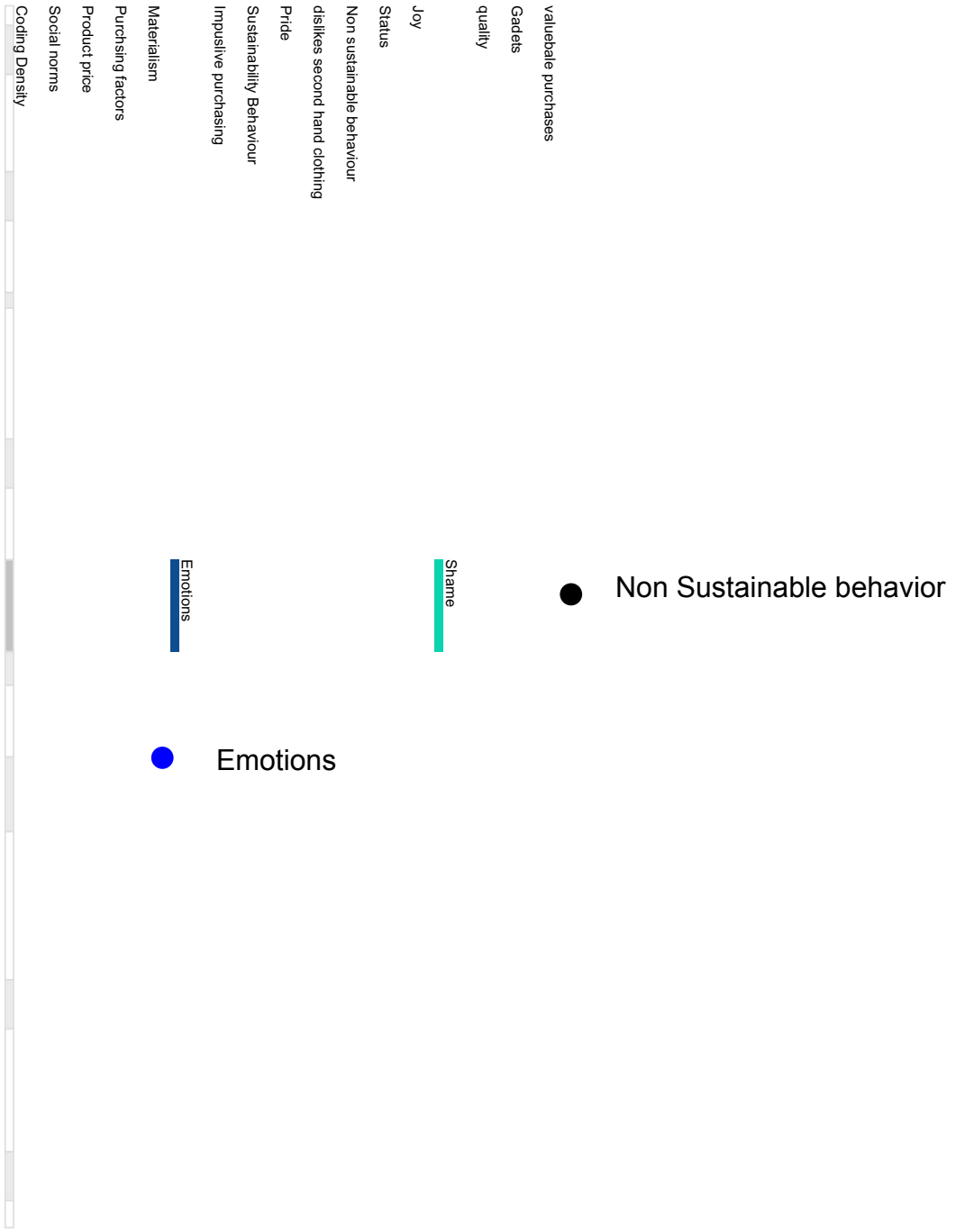
00:13:36
Speaker 1: Okay, all right and you just mentioned that you don't actually make a lot of impulsive purchases. But then this question is actually kind of based around impulsive purchases. But I'm just going to ask you em and if you can't indentify der in that then that's okay too.

00:13:52
Speaker 3.1: Yes.

00:13:53
Speaker 1: Good, because do you have an example of purchases that you were actually kind of ashamed of in retrospect that you thought, well, I already have so much of this or I didn't need that one at all, but I bought it anyway, actually kind of a mis-buy.

00:14:06
Speaker 3.1: No I really never have that.

00:14:10
Speaker 1: No, you just look very clear of what you want and.



00:14:17
Speaker 3.1: I look, in the beginning I look purely if I need something rather than if I want something for the sake of having it. So I look more for example thinking about buying a new coat, then it's purely born out of the fact that I have a new coat or because I've worn it too long like the previous one. Or purely for the fact that I think it's time for a new coat and not because I want a second coat.

00:14:40
Speaker 3.1: No, exactly.

00:14:43
Speaker 3.1: That's why I never have purchases that I'm not very happy with.

00:14:46
Speaker 1: Okay, well, that's actually only good anyway, then you never have anything you regret.

00:14:52
Speaker 3.1: So far then hehe.

00:14:56
Speaker 1: Okay, and then the last part of the question is kind of about your environment, so to speak, and then when you buy something new for example, so for example your motorcycle or you have a new coat then. Do you then have that you like to share that with others?

00:15:19
Speaker 3.1: Well, yes. But yes, but not so much, if I'm honest I do but that's then purely out of that because I'm proud that it worked out and to make it to say, but yes let me say absolutely not to brag.

00:15:37
Speaker 1: No, okay, just because you're proud.

00:15:39
Speaker 3.1: Look my coat I don't tell anyone because that's not interesting, but moter I did tell a lot of people because I'm a proud of it and because it worked out.

00:15:48
Speaker 1: Yes, logically, then you also like to share.

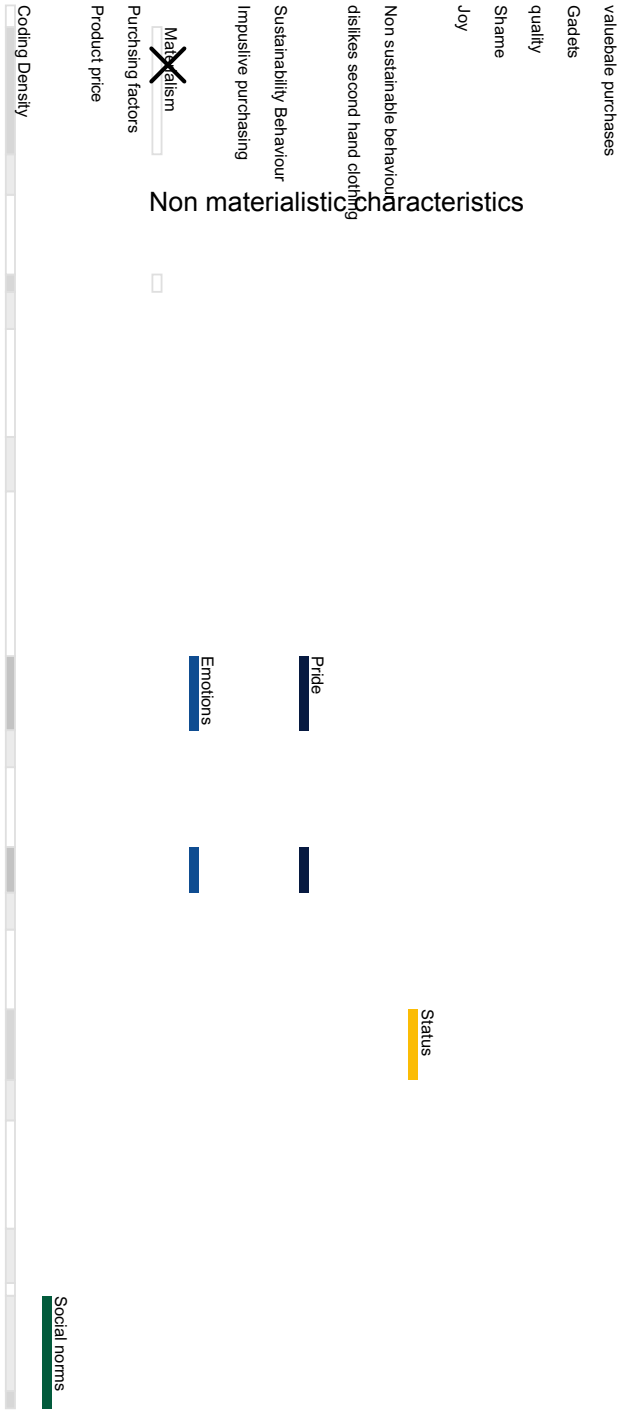
00:15:50
Speaker 3.1: Yes but for example a lot of people who buy a Monclair coat and the first thing they do is on insta joke that they're petting a dog and then a picture with the brand attached. Yes I never have that.

00:16:03
Speaker 1: It's more because you're just proud of something because you worked yes der hard for it.

00:16:09
Speaker 3.1: Yes, but not cramming those on there more.

00:16:11
Speaker 1: No, and do you ever have is that you would compare your purchases, or maybe in the past, or now that you would compare your purchase to someone else's?

00:16:24
Speaker 3.1: yes, definitely.



00:16:25
Speaker 1: And in what sense are you comparing that?

00:16:30
Speaker 3.1: I then compare that quality.

00:16:34
Speaker 1: Yes.

00:16:38
Speaker 3.1: For example, that bike with Dylan that friend of mine. He then has a new engine with a bigger blocks. He may look a little neater. And then I'll compare his when it's next to it.

00:16:53
Speaker 1: Yes, but in the sense that you think of oh, that one's cool, too, or that you kind of resent your own that you think, well, I would have liked that one, too.

00:17:04
Speaker 3.1: No, I never really have the latter. Only the first one makes me think: that's really cool. Yes, in that sense I do compare.

00:17:13
Speaker 1: Okay, it does come in the actually more positive sense than negative towards your own stuff.

00:17:16
Speaker 3.1: No never from jealousy.

00:17:22
Speaker 1: And how would you feel if other people did compare their purchases with yours, both already in a positive sense, but also say in a negative sense that they might be a little jealous or a little envious.

00:17:35
Speaker 3.1: Yes, I have that with my boat anyway. But I take that for granted but that doesn't bother me. No, it does, but I have to admit, I've been trying to do that less for a few months now. But I always apologized for that.

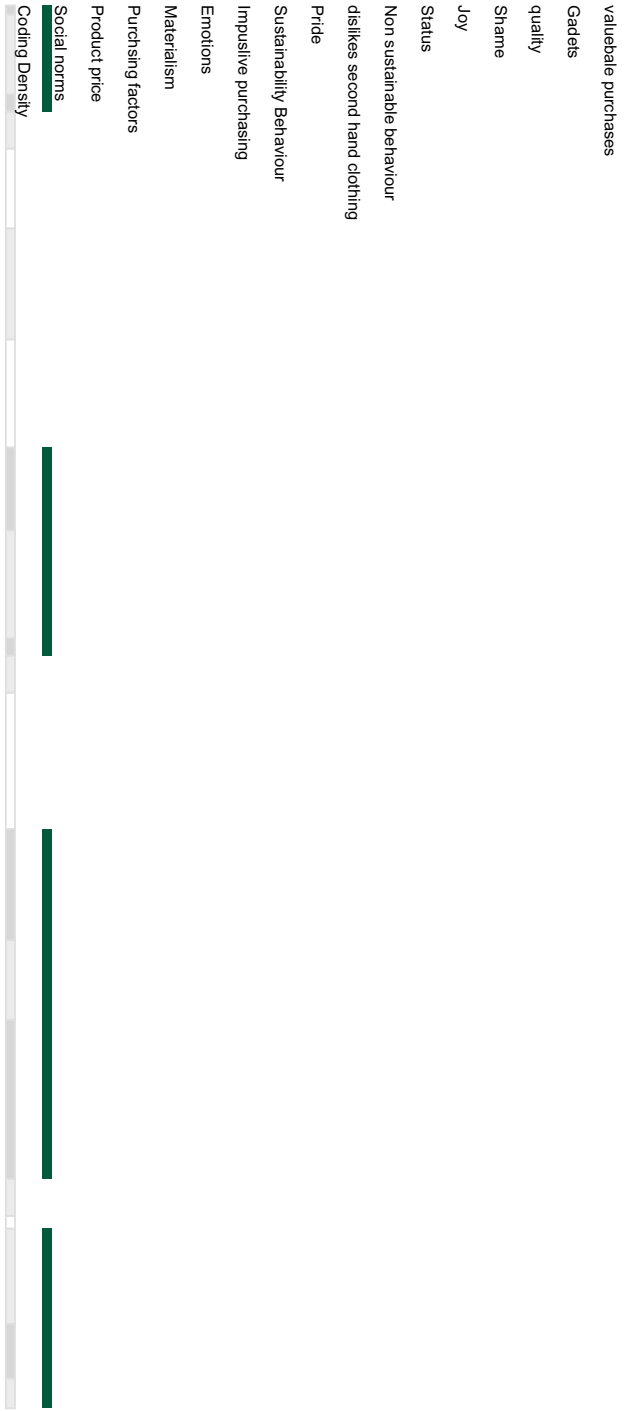
00:17:53
Speaker 1: Okay.

00:17:54
Speaker 3.1: I bought my boat a year and a half ago and then everyone was like so have you bought and boat then you must have a lot of money this that. And then I always started to give an explanation that is not at all necessary. So then I started to tell them yes, I've been saving since I was 12 years old. So in that sense certain people do compare. That they don't have a boat and I do, while I then apologize for that a bit, while of course it's totally unnecessary.

00:18:19
Speaker 1: No, okay, that's kind of interesting and then would that affect your purchases as well?

00:18:29
Speaker 3.1: Yes.

00:18:25
Speaker 1: And in what way would that affect you?



00:18:33
Speaker 3.1: Well for example that's ff then something completely different but I was about to buy a house in Amsterdam.

00:18:44
Speaker 1: Yes.

00:18:45
Speaker 3.1: I didn't do that at the very end, because it was actually and obviously financially very difficult, but also because I'm only 25 and I also need to take it easy. And a house in Amsterdam, and I did that purely to avoid giving out the wrong signals, you see.

00:19:05
Speaker 1: Okay, so it would affect you.

00:19:08
Speaker 3.1: Yes would influence me, yes. Now that I think about it, I just indicated it doesn't interest me that much but when I think about it, think about it more deeply, it does influence my purchases.

00:19:18
Speaker 1: Yes, and but how does that make you feel that you, then are you afraid of something or ashamed of something.

00:19:23
Speaker 3.1: No. No, but that someone will then fill it in for you, like ooh look at him buying a house again. For me it was actually the reason that I didn't do it in Amsterdam. I'll wait a while so I don't send out the wrong signal, because they immediately think you have a lot of money while that is of course not the case. I just save and work hard for it.

00:19:54
Speaker 1: Yes, okay, and then we actually come to the last question already, and that is: have you ever felt the need, and if not, could you imagine, that you would buy something actually just because of your environment, and then example then maybe a phone is not a good example but, everyone has the latest shoes so I should too

00:20:17
Speaker 3.1: No no I really never have that.

00:20:21
Speaker 1: You don't feel any kind of pressure.

00:20:24
Speaker 3.1: No, no, no, no, not at all.

00:20:28
Speaker 1: Could you imagine others having that? Have you ever seen it happen to others.

00:20:33
Speaker 3.1: Yes, certainly, I can well imagine that you have that. One of my friends, Alexander, has that problem, he sees people walking in Loro Paince shoes, an Italian brand, and then the next day he goes and sees how he can buy them too. And then he's going to calculate how long he has to save for them. Yes, I can't imagine that, but then he does. So I, I do see it happening in my immediate circle.

00:21:01
Speaker 1: And what do you think the reasons for that are on what drives one to do that.

00:21:06

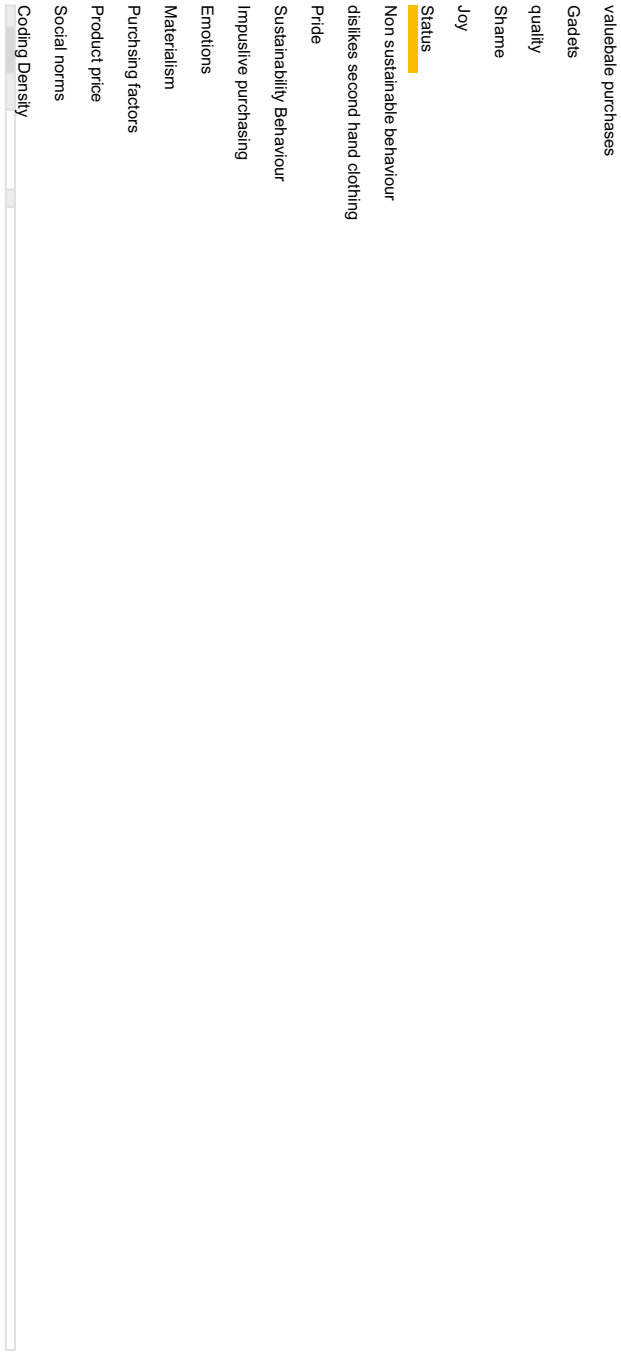
Speaker 3.1: A little bit of belonging I think, to also, be able to show off a little bit of authority or get awe.

00:21:14

Speaker 1: Yes, okay, clearly no, but all right then that was already the last question.

00:21:22

Speaker 3.1: Okay, cozy.



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Speaker 1: And then the first question is: where do you live.

00:00:05
Speaker 3.2: I live in Amersfoort.

00:00:06
Speaker 1: In Amersfoort, And where do you work.

00:00:10
Speaker 3.2: At NEO in Amersfoort.

00:00:13
Speaker 1: Yes, and looking at vacation is, how often do you go on vacation per year, on average?

00:00:22
Speaker 3.2: I think once.

00:00:23
Speaker 1: Once a year. And then how do you travel to this vacation destination?

00:00:28
Speaker 3.2: By car but within the Netherlands, and that's half an hour away.

00:00:34
Speaker 1: Well within the Netherlands. And what kind of house do you live in?

00:00:39
Speaker 3.2: Apartment.

00:00:40
Speaker 1: And is this yours or rented?

00:00:43
Speaker 3.2: That's ours, buy.

00:00:46
Speaker 1: Purchased and how long have you lived there?

00:00:49
Speaker 3.2: Two years.

00:00:51
Speaker 1: And is there a specific reason that you moved to this house or moved into this neighborhood?

00:00:57
Speaker 3.2: Yeah, pleasant neighborhood, a new house so sustainable, and we were living in an old house. So that's in terms of comfort and energy consumption and everything, that's an improvement.

00:01:14
Speaker 1: Okay, yes, but well, those were kind of the introductory questions just a little bit before. And then in terms of purchases, like clothing and furnishings so looked at non food items. Do you feel that most of the time you can naturally buy something if you like?

Coding Density
Social norms
Sustainability Behaviour
Emotions
Purchsing factors
sustainability
Status
secondhand clothing
Shame
Joy
clothing
Impusive purchasing
Furniture
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quality

00:01:34
Speaker 3.2: Yes.

00:01:39
Speaker 1: And are there certain factors that then influence this in terms of the purchases that you are currently making?

00:01:48
Speaker 3.2: No, actually not specifically.

00:01:52
Speaker 1: Not really for example the quality of a product or the where it comes from?

00:01:59
Speaker 3.2: Yes. sorry about that though.

00:02:00
Speaker 1: It's kind of a very broad questions, but say all kinds of factors.

00:02:03
Speaker 3.2: No, okay.

00:02:04
Speaker 1: What drives you through that decision to buy something new.

00:02:08
Speaker 3.2: No, okay, I do pay attention that something is not ehm for short duration, say to good quality. Paying attention to preferably no kids hands. Yeah, those are things that do come into play for me.

00:02:31
Speaker 1: And why are these factors important to you?

00:02:35
Speaker 3.2: Well, I think everyone does have a responsibility to contribute to a better world. Right?

00:02:44
Speaker 1: No, definitely agree.

00:02:45
Speaker 3.2: Yes.

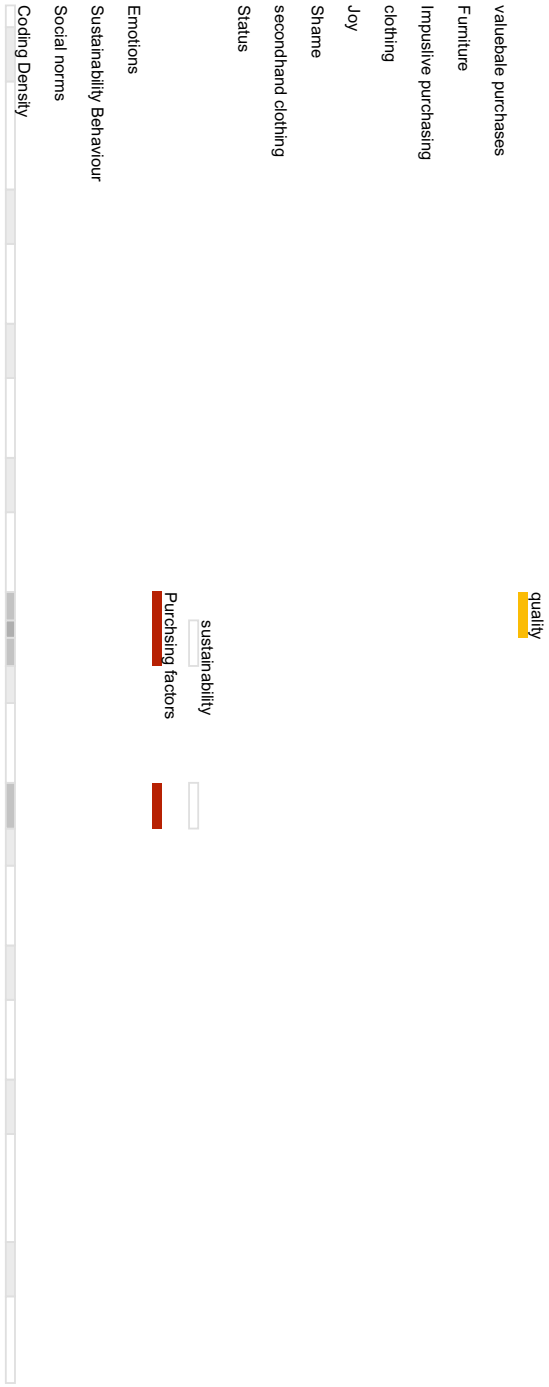
00:02:47
Speaker 1: So that responsibility is taken for when she buys something.

00:02:51
Speaker 3.2: Yes, that you think about that, be aware of what you're buying.

00:02:56
Speaker 1: And has there been a particular purchase that you have made that you really appreciate or value a lot?

00:03:04
Speaker 3.2: Recent or last time, or doesn't matter.

00:03:08
Speaker 1: Doesn't matter very much just something that you think. Well here I just value it, not necessarily because it's very expensive, but just that you have that something beautiful or important.



00:03:19
Speaker 3.2: Geez, what shoots through my head right away? Well, those were more, I think, but some time ago, but doesn't matter as it were new furniture. But that was also after ten years.

00:03:36
Speaker 1: So a very long time there again purchased a new furniture.

00:03:39
Speaker 3.2: Because we also moved cities say, but yes.

00:03:42
Speaker 1: For the new house.

00:03:43
Speaker 3.2: Yes.

00:03:45
Speaker 1: And when you went to buy this new furniture, how did that make you feel?

00:03:51
Speaker 3.2: Yes, cheerfully. It was also in need of renewal and I've always been had from the standpoint of buy, not constantly renewing something new for the sake of renewing.

00:04:06
Speaker 1: No.

00:04:07
Speaker 3.2: Because it's also pollution again, because where does that leave us? Yes, we did for a long time, also with our older stuff, to Madelon's annoyance. Yes, now we also just rigorously tackled it right away because we were going to live smaller, sold old stuff. What was not sold was taken away, but we thought about how we were going to solve that. The stuff we have, how are we going to put that away? Except immediately thinking: we bring everything to the dump. Some things are reusable.

00:04:50
Speaker 1: Yes. Absolutely right, and if you look back now on when you went to buy that new furniture, how do you still feel happy about that?

00:04:58
Speaker 3.2: Still happy a good purchase, also for a longer period of time. So yes, well thought out.

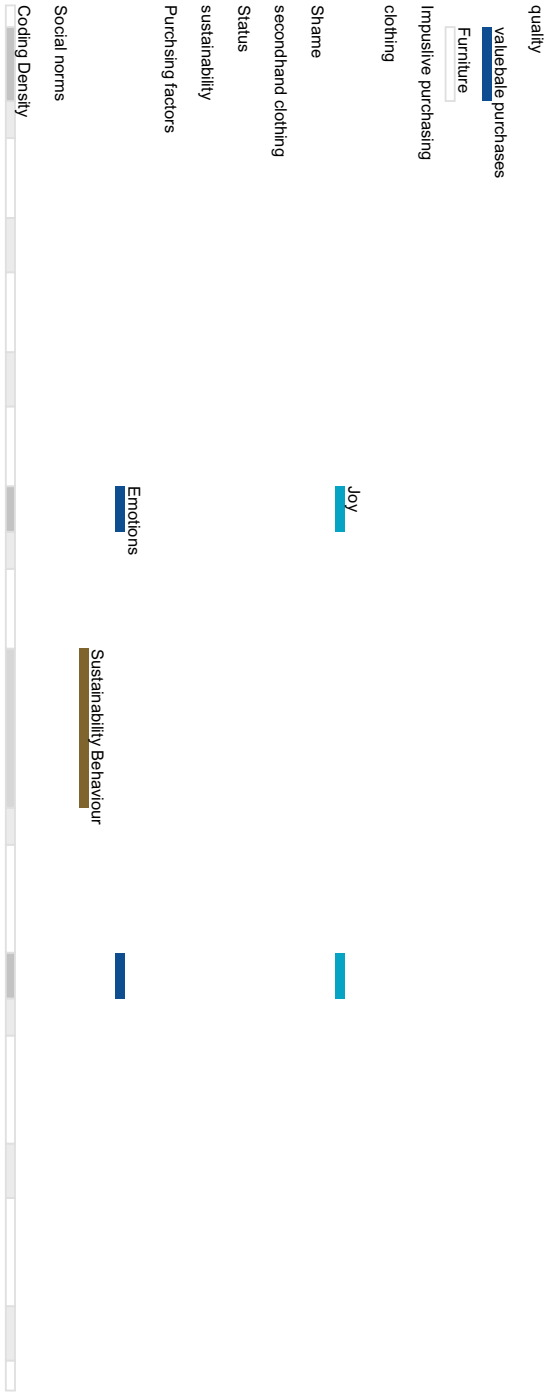
00:05:06
Speaker 1: And always also affect the future, if there's going to be another new purchase, how did you guys handle that now?

00:05:14
Speaker 3.2: Yes, I think so.

00:05:16
Speaker 1: In the same way, if you guys then maybe, if you need something in the future, you can address that as well?

00:05:20
Speaker 3.2: Yes, yes.

00:05:23
Speaker 1: And like those previous purchases that you had just mentioned, suppose you



weren't able to buy those because you say, I really want to consume or I want to consume differently, how would you feel about that?

00:05:43
Speaker 3.2: Ehm well let's see, how would I feel about that? I think it could be in itself and also always an advocate of it. We also have a very old closet, for example, in the house, and I also very often used to just buy furniture from the thrift store. New life lick of paint, different buttons, on it yes, there is actually a lot possible. You don't always have to buy everything new.

00:06:14
Speaker 1: So your comfortable with that.

00:06:17
Speaker 3.2: Yes, combination of those, yes.

00:06:21
Speaker 1: Ehm and well also looked at what I just said about going to the thrift store, but for example, if you were to come second hand clothes instead of new clothes, how would you feel about that?

00:06:32
Speaker 3.2: I would too yes sure forget all about that, I have done that too. Yes also fine if, if it just looks good. It doesn't look washed out or, usually that's all checked out as well that it's not. Is also good, because all those clothes are also very polluting for the whole world of course constantly, but renew and throw away. And yes.

00:06:57
Speaker 1: Yes, so you're, they would go, not feeling annoyed about that?

00:07:01
Speaker 3.2: No no.

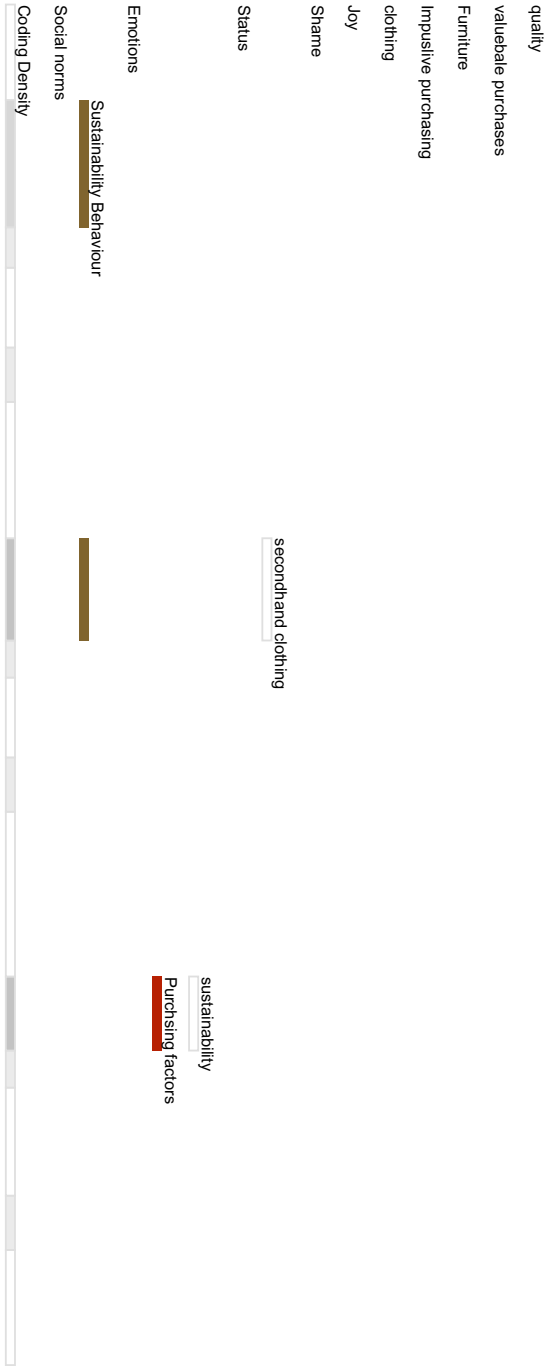
00:07:04
Speaker 1: And then um, furniture and equipment that actually just talked about. So if you were to choose based on recycled materials and energy efficient, rather than how fashionable something is, would you, how would you feel about that? How about that, yes, would you agree to do that?

00:07:26
Speaker 3.2: I would agree with it, but I honestly think that for the majority of people, the eye also wants to do something. Yes, it would be nice if those two worlds came together again that the combination could be. Yes, yes.

00:07:43
Speaker 1: More precisely, a little bit did look at the materials, but that it is indeed something beautiful and fits the interior.

00:07:51
Speaker 3.2: Yes.

00:07:54
Speaker 1: And suppose oh no, skip this question and then we turn the question around for a moment and can you maybe give examples of purchases that you're ashamed of, so that you bought something that it wasn't necessary, actually, or where afterwards you also here, why did I buy this say.



00:08:19

Speaker 3.2: Well, I think recently that, but that will also have to do with as you get older, that you don't buy as many frills and trinkets. But in the past, when I was young, I did buy a lot of clothes and I also bought things of which I thought, why did I buy this? I'll never use it and that kind of yes, that kind of thing I don't have now that you just yes, think once or three times yes do I really need it. What is the added value? What does it contribute? Will it make me happier or not? Usually the answer is no, but if you're young, you're different, you're more influenced, also by your environment.

00:09:07

Speaker 1: Yes, definitely.

00:09:08

Speaker 3.2: That certainly plays into it.

00:09:10

Speaker 1: So to the question: that actually came after, from what factors? If we then look at earlier had an influence on this, you would say the environment.

00:09:17

Speaker 3.2: Yes, definitely yes.

00:09:24

Speaker 1: And well, actually this question then here is already a bit of an answer. To what extent would you discourage this feeling of making another purchasing decision? Well, that has changed now, you say.

00:09:35

Speaker 3.2: Yes, yes, but I also think as you get older then you are above of, whether you have to conform to a certain image. Do you also attach less value to the group, to how you should feel in the group or yes, how do I say this right, peer pressure? I think that is always a good word. I'm not bothered by that anymore. In any case, actually shouldn't have those young people either.

00:10:13

Speaker 1: No.

00:10:15

Speaker 3.2: But yes, that, that will go away by itself.

00:10:21

Speaker 1: And if you were unable to buy something, for example, new clothes or shoes for whatever factors, would that make you feel a little embarrassed or uncomfortable?

00:10:37

Speaker 3.2: Well if you really couldn't buy anything that would make you uncomfortable. Yes, yes.

00:10:47

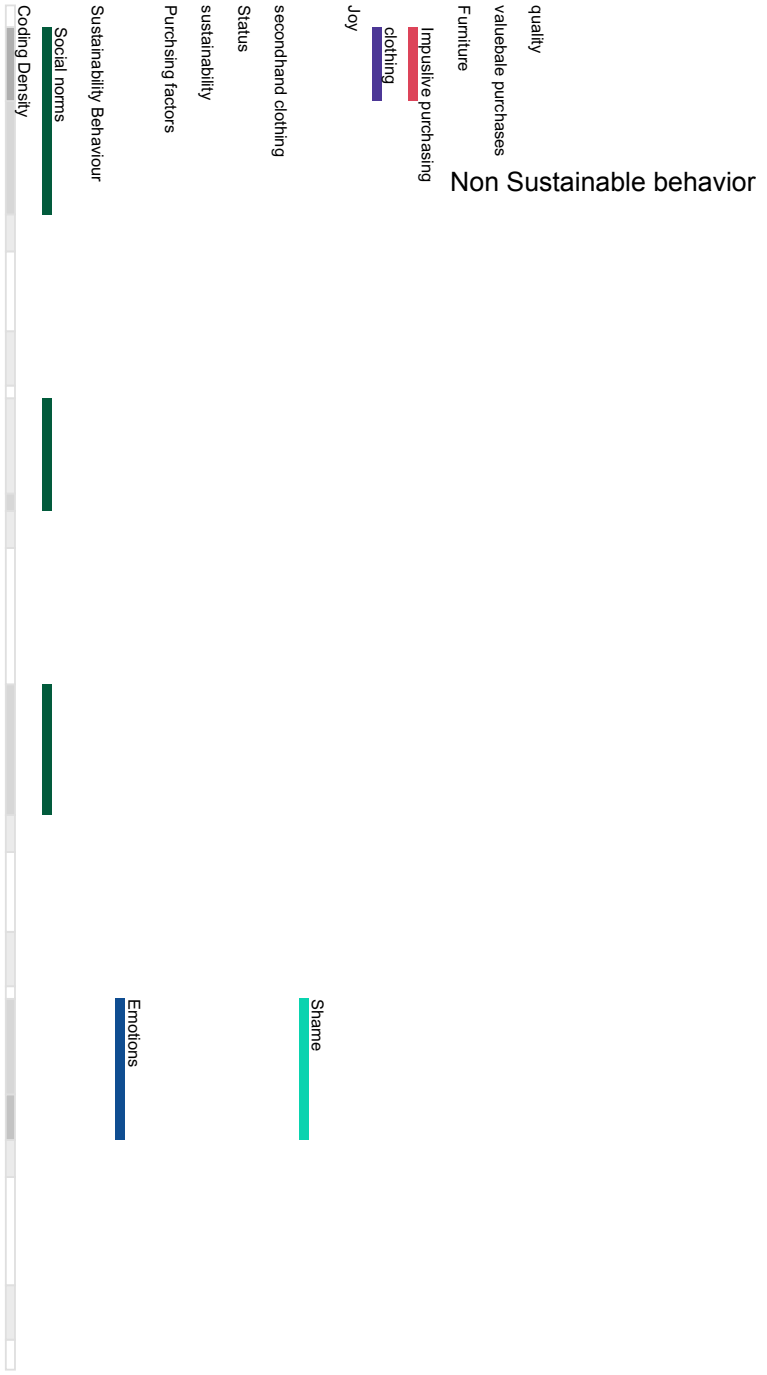
Speaker 1: Yes, not only looked at financial situation, but just all the factors that could affect you.

00:10:55

Speaker 3.2: I think that's, piece of freedom, what you then, I link it more to that.

00:11:05

Speaker 1: Um and then looking at the last few questions are more also about indeed, the



environment that we were just talking about. If buying something new would you like to share it with others?

00:11:19
Speaker 3.2: Well, of course that does lie what I buy in that sense what do you mean by sharing? Sharing your enthusiasm or sharing actually of a product, which is also shareable with others.

00:11:30
Speaker 1: No with others when you have people over you show them like; oeh look, I have a new furniture or a new set of pans, or something like that that you say that. Or like to share on social media.

00:11:41
Speaker 3.2: Yeah I'm a really bad one at that, because I, I'm always very modest about it. I prefer to be like yes I have that new. But I'm not like that I want to show that off.

00:11:54
Speaker 1: And why don't you want to showcase that so much?

00:11:58
Speaker 3.2: Is I think, a character pull that doesn't have to do it for me, but just.

00:12:03
Speaker 1: Rather keep it to your self?

00:12:04
Speaker 3.2: Yes.

00:12:04
Speaker 1: And would you ever compare your own purchases with those of others?

00:12:13
Speaker 3.2: Do you mean for the quality or?

00:12:16
Speaker 1: Yes, or that you think of oh Pete, has a new car.

00:12:21
Speaker 3.2: Then I'll have to have that one too.

00:12:22
Speaker 1: Yes, that you are going to compare with your own car, yes, like that.

00:12:27
Speaker 3.2: No I haven't at all.

00:12:28
Speaker 1: Not bothered by it.

00:12:30
Speaker 3.2: No.

00:12:31
Speaker 1: And then how would you feel if other people are comparing their purchases with yours?

00:12:39
Speaker 3.2: Yes, that is very annoying, because usually that is negative.

00:12:43
Speaker 1: Yes.

00:12:44
Speaker 3.2: That people then always have some kind of childishness in their sentence, whereas you don't see that there at all. I'm not like that.

00:12:56
Speaker 1: No.

00:12:57
Speaker 3.2: So I don't know that feeling I. I don't compare to anyone either, yeah just keep it to your own little world.

00:13:10
Speaker 1: And would that then affect what you will then buy in the future, if you feel that people are comparing themselves to you?

00:13:19
Speaker 3.2: No not that, I'm above that.

00:13:26
Speaker 1: And then actually one of the last question, and that's actually kind of also coming back through it just talking about had on the group push. So have you ever felt the need now but maybe also looking at the past to buy something because of the environment? And the example I would give is, say everybody has an iPhone, so I should also have an iPhone, something like that.

00:13:48
Speaker 3.2: Yeah, I don't suffer from that at all now, but then I think really an age thing too hear. But I think I used to, from the age of 15 to 25, or so 15 to 23. Yes, there has been, especially if it related to something that was fashionable. Yes, then you would see oh, they have that too. Yes, but then I must also have that kind of shoes, or I must also have those boots, or I must also have those pants of that brand. Because yes, everyone has that, that is hip .

00:14:25
Speaker 1: Yeah, so then back in the day that was something that you actually kind of der into.

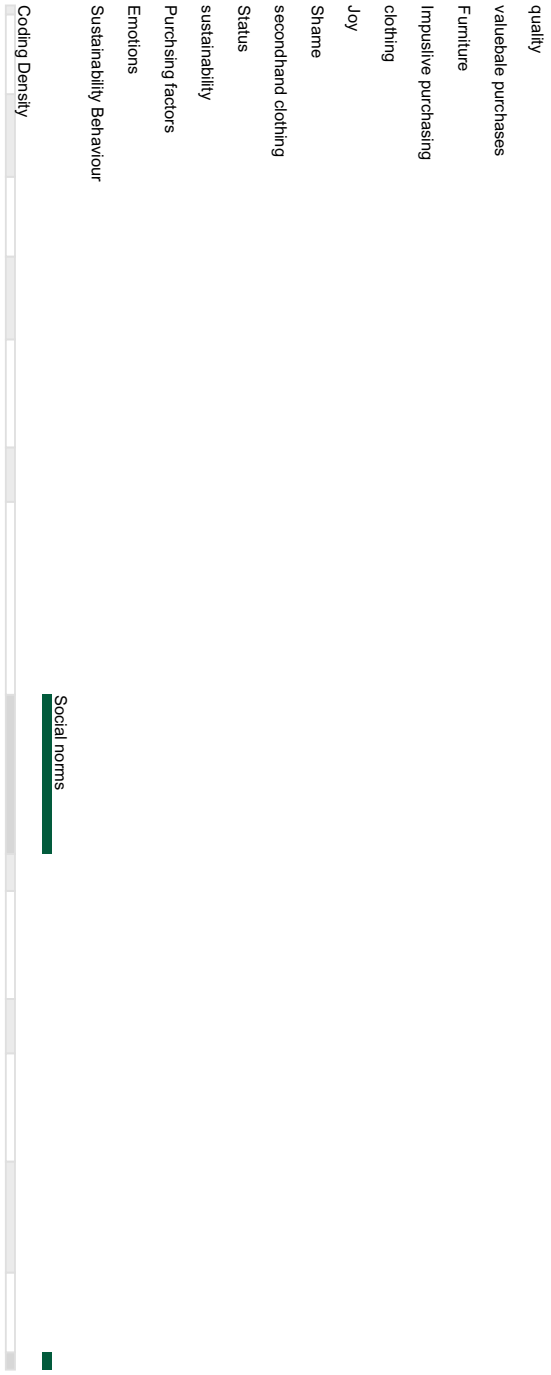
00:14:32
Speaker 3.2: Well, unconsciously, anyway yes.

00:14:34
Speaker 1: Yeah, yeah, you're saying unconsciously or so actually was that I something just your next, just kind of the rest, but that not very much through.

00:14:44
Speaker 3.2: Mmm I think well, I think when you're young you're not so concerned with that and it's just something that happens. And even if other people say 'what the hell? You don't want to hear all that.

00:15:00
Speaker 1: Yes.

00:15:01
Speaker 3.2: So then I think again that still that peer pressure or so that is there or so what



you feel. Yeah, I think that's it when you're younger, that certainly, you don't want to be different or you don't want to be outside the group. That feeling is more of a feeling.

00:15:26
Speaker 1: Yes no, right.

00:15:28
Speaker 3.2: Yes.

00:15:34
Speaker 1: Okay, well actually went through it pretty quickly, because those were, actually was actually the last question.

00:15:40
Speaker 3.2: I hope you had dr.

00:15:42
Speaker 1: Ah, yes, certainly yes, I do try to keep them all, a little bit between 15 Max 25 minutes, as I become total. There are 20 interviews, so that's a lot. Hence, most of the questions are also kind of strait forward. But no, then I have, that's how I finished my first interview.

00:16:04
Speaker 3.2: Fine.

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Speaker 1: Now it's doing it again. I just rebooted it just to see. Then we'll go again, so by car, by car or by plane do you usually go on vacation and and what kind of house do you live in, or apartment.

00:00:19
Speaker 3.3: A house.

00:00:19
Speaker 1: And is that bought or rented?

00:00:21
Speaker 3.3: Purchased.

00:00:23
Speaker 1: And how long have you been living there?

00:00:27
Speaker 3.3: Two years.

00:00:27
Speaker 1: And is there a specific reason that you moved to that house to that place?

00:00:35
Speaker 3.3: Yes because I was divorced.

00:00:29
Speaker 1: Okay but well, then I'm going to move on now to more the questions focused on the purchases that you make. So in terms of purchases like clothing or furnishings, do you feel like you can buy what you want a lot of the time?

00:00:47
Speaker 3.3: Now or in general.

00:00:54
Speaker 1: Indeed, when you go - and you see the shirt that you think, well, I can just take that.

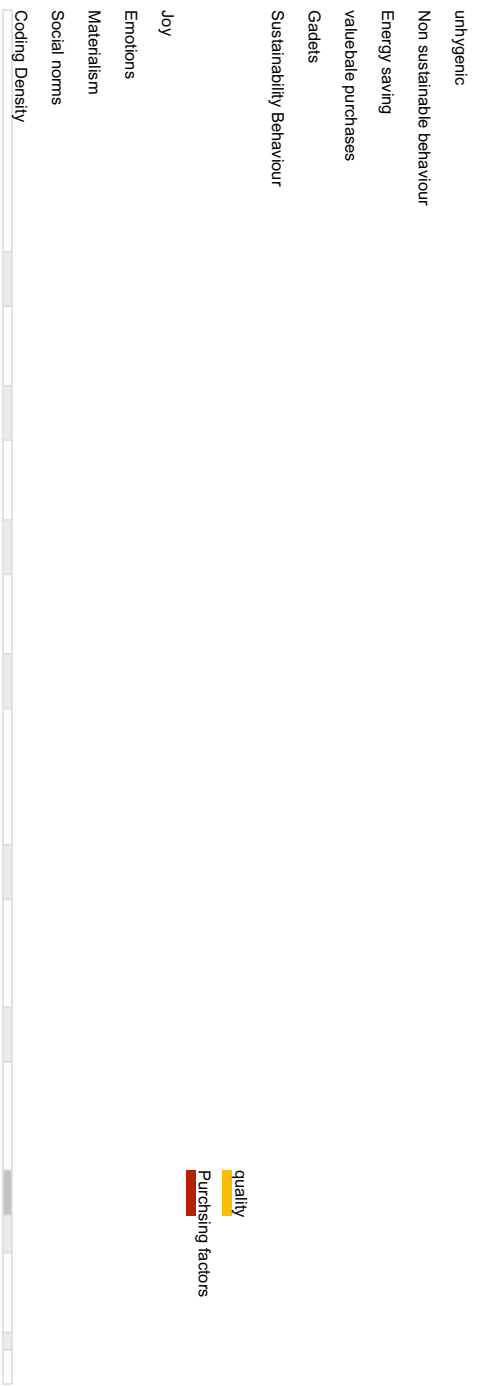
00:00:57
Speaker 3.3: Yes yes yes.

00:00:59
Speaker 1: And what are factors such as quality, quite durability, and so on. That influence purchases?

00:01:06
Speaker 3.3: Especially the qualiety and durable, but yes how long something will last. I'd rather buy something good that I know will last than something that I naja.

00:01:21
Speaker 1: That that quickly is worn out again.

00:01:23
Speaker 3.3: Yes, yes.



00:01:25
Speaker 1: And then the next question is, why are these factors important? Because so you want it to last?

00:01:30
Speaker 3.3: Yes.

00:01:35
Speaker 1: and can you tell about a purchase? Doesn't necessarily have to be recent too, that you made that you value a lot?

00:01:46
Speaker 3.3: A purchase I value a lot.

00:01:47
Speaker 1: It then also doesn't necessarily take but just something that you then have a fond memory of, or something that you just enjoyed buying in.

00:01:55
Speaker 3.3: Um yes, yes, I do have some watches, I happen to have one of those, smart, sports watches.

00:02:05
Speaker 1: Yes.

00:02:08
Speaker 3.3: Yes I like that you can do all kinds of things with it and it keeps track of everything - and of course I report a lot so yes, I like that. Bit of a gadget.

00:02:15
Speaker 1: And how did you feel you made this purchase?

00:02:18
Speaker 3.3: Yes good of course. That's what makes you happy.

00:02:24
Speaker 1: And if you look at that purchase right now are you still happy with that?

00:02:29
Speaker 3.3: Yes.

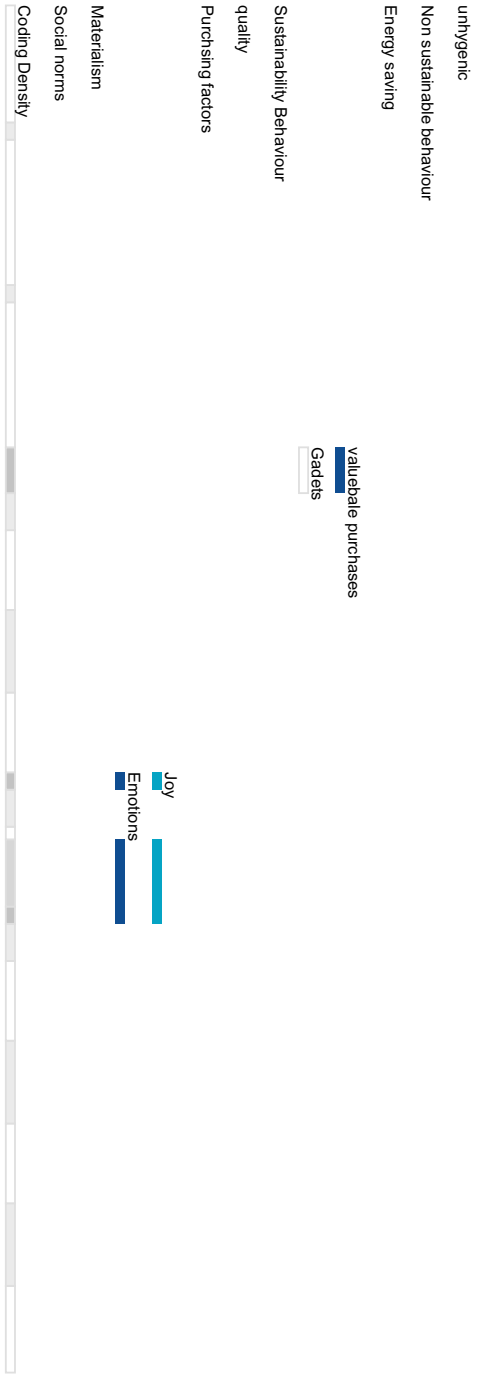
00:02:27
Speaker 1: And then in what way would this feeling influence your future purchases?

00:02:45
Speaker 3.3: Um, gosh. I just coincidentally just bought one for Linda too. So I like that then and I hope I do for someone else.

00:02:52
Speaker 1: Yes, because you know of, it makes me happy and I'm still happy with it.

00:02:55
Speaker 3.3: Yes, and then I got to thinking that she likes that too. So then I bought one for her too.

00:03:02
Speaker 1: Cool and imagine you would be in a situation because you have decided you want to consume less or consume differently. And so you would not be able to make such a, valuable purchase. How would you feel then?



00:03:24
Speaker 3.3: ooh but that , I am always the one who often shouts we already have everything. And instead of now and even bigger boats, a car that goes even faster, go and enjoy what you already have. Because you are not happier with a boat that goes faster than the previous

00:03:35
Speaker 1: No, so, if that's something like that for mn you wouldn't necessarily mind very much?

00:03:39
Speaker 3.3: No, no.

00:03:43
Speaker 1: And as for clothing, even if you were to buy second-hand clothing instead of new clothing. How would you feel here then?

00:03:56
Speaker 3.3: No, I wouldn't be so quick to do that then.

00:04:08
Speaker 1: No you have something mindr with that then.

00:04:08
Speaker 3.3: Yes but that also has to do with hygiene and clean and well no.

00:04:08
Speaker 1: No, rather than you prefer something new.

00:04:13
Speaker 3.3: Yes.

00:04:10
Speaker 1: And if you look at a vacation, something like that you say, I have four to five times a year on vacation usually goes by car or plane um, suppose you would choose not to fly anymore and vacation in your own country by car. And you tell people about this. How would you feel then?

00:04:31
Speaker 3.3: Well of course that's very crazy but of course that's going on right now. And I've just been away in Holland, while we have a house in Spain but I can't go there then. But I also had a nice week.

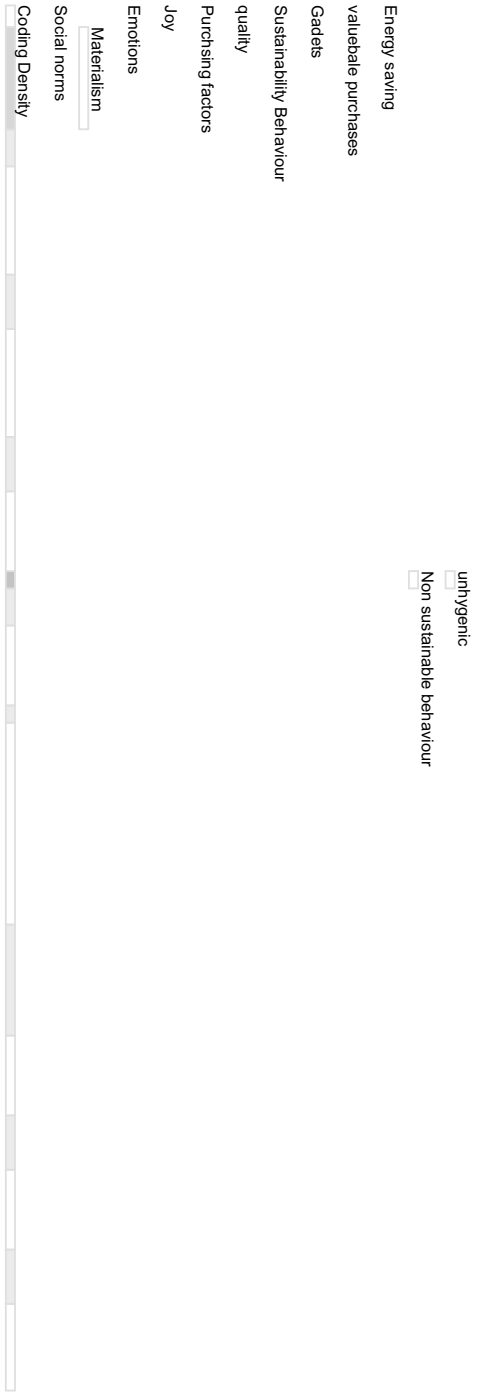
00:04:36
Speaker 1: No.

00:04:38
Speaker 3.3: So that doesn't really matter that much.

00:04:41
Speaker 1: No, you have less trouble there, you don't mind that much.

00:04:47
Speaker 3.3: No. we miss it, but don't mind it.

00:04:50
Speaker 1: And looked at furniture and appliances for your home and suppose you were to choose to buy something based on the materials are used and whether it's energy efficient or not, and not based on how fashionable it is. How would you feel about that?



00:05:12
Speaker 3.3: Yes we are looking at that we do.

00:05:12
Speaker 1: Yes, you think that's very important anyway.

00:05:14
Speaker 3.3: I also just had solar panels installed on my house.

00:05:18
Speaker 1: Okay, because you wanted to be sustainable or

00:05:29
Speaker 3.3: Yes, it costs something but in the long run you get something in return.

00:05:29
Speaker 1: so then you do think it's worth the money hmm and could you give an example of a purchase or something that you bought, that you didn't actually need, that you would be embarrassed about that you think, I already have really super, many of those, but I still wanted the tenth one I also wanted to add.

00:05:58
Speaker 3.3: That's not really how I'm supposed to be. I so nothing comes to mind.

00:06:03
Speaker 1: Doesn't anything come to mind no it can. And when you make a new purchase and then do you feel the need to share it with others.

00:06:20
Speaker 3.3: No, neither do I.

00:06:21
Speaker 1: And if other people make their purchases and start comparing them to you, how would you feel about that?

00:06:33
Speaker 3.3: I understand that but it doesn't do anything else for me unless one gets into it.

00:06:36
Speaker 1: Yes, because then what then, would you find that annoying if people did that?

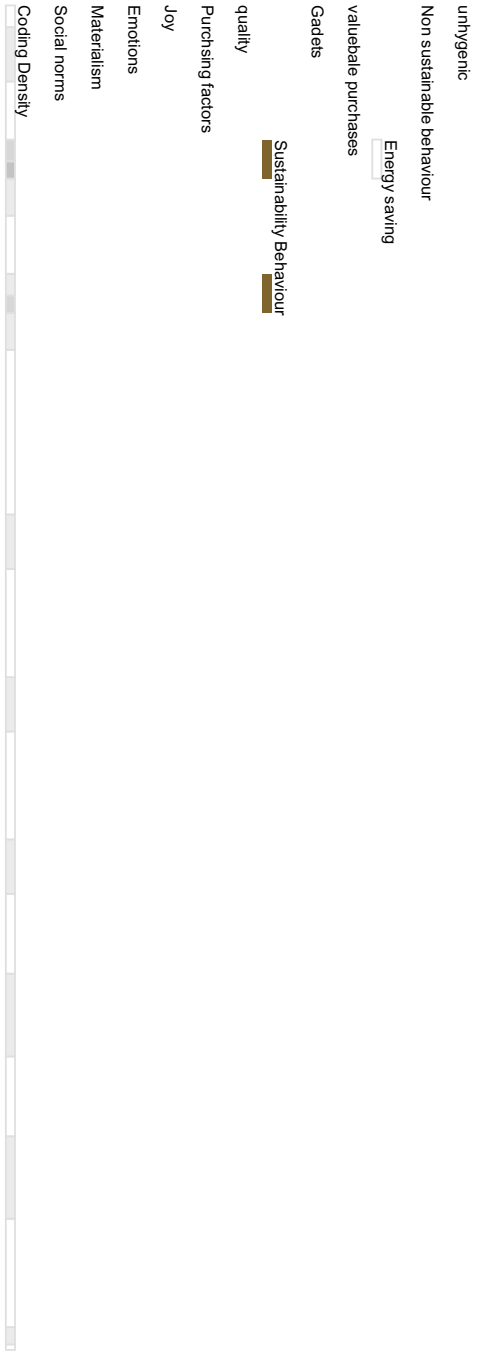
00:06:45
Speaker 3.3: No but we l, I have so brother-in-law who has a sister, I sometimes make the joke of it looks like museum here.

00:06:51
Speaker 1: Hahah.

00:06:54
Speaker 3.3: Did you buy the sixth gourmet appliance because that's even bigger? Is? Yes. I'll make a joke out of it then.

00:06:59
Speaker 1: Yes, exactly and are you yourself someone who compares your purchases yourself to another?

00:07:06
Speaker 3.3: No.



00:07:06
Speaker 1: No, do you have a specific reason for that?

00:07:11
Speaker 3.3: No not specifically, no need for it. I buy what I need and what I want and what the rest they have to decide for themselves but not.

00:07:22
Speaker 1: Not the need to you purchases. And suppose somebody would compare their purchases very much with yours. So he has a new car and it would compare very much with your car. With the new sweater or so would that also influence what you buy in the future?

00:07:40
Speaker 3.3: Look with cars you're talking about something functional. You know? I sometimes with your dad talking about his car that's sitting nice in the garage right now and what mine has and doesn't have, does and doesn't have. And then it's just of okay that function he has and not and I'm not and do you really need that, yes or no. But that's more because you then functionality versus purchase price. But with a sweater no can say to someone what a nice sweater you have on, but that is not that I then think I want to have that too.

00:08:09
Speaker 1: So really not anymore, just functionally you would look at it from oh is that useful or not, but not kind of out of jealousy, thinking I should too.

00:08:19
Speaker 3.3: No.

00:08:20
Speaker 1: Because then the last question is also have you ever felt the need to buy something because of your environment, kind of that everyone, the latest iPhone hey so, I need that too.

00:08:33
Speaker 3.3: Yeah but I think that's very age dependant, I used to have that. Just but there also working on a car and I had one of those speedboats. And then they had that had another one and then I went I had to trade in again too. And then I went too. I really did have that.

00:08:50
Speaker 1: Yes, you can have that in the past could you have that? You can understand that people have that, but that's actually not an issue anymore.

00:08:57
Speaker 3.3: No.

00:08:58
Speaker 1: And just to elaborate then on what you used to say that if you then get the idea of I'm behind my friends then, or I feel social pressure or I'm embarrassed if I don't have something what kind of things played a role in that?

00:09:16
Speaker 3.3: The crazy thing is usually I was the one in the lead.

00:09:18
Speaker 1: You usually had by the new gadgets.

00:09:24

Speaker 3.3: Yes, often. But also because of my work and traveling that you come into contact with a lot of things that people didn't know here or were new to here or that I already had.

00:09:33

Speaker 1: Yes but not.

00:09:36

Speaker 3.3: But not by pressure or no yes jealous I am not at all.

00:09:39

Speaker 1: But more just because that's how it came about that you had those dings.

00:09:42

Speaker 3.3: It comes your way and then yes.

00:09:44

Speaker 1: Okay, but anyway, those were the questions.

Coding Density
Social norms
Materialism
Emotions
Joy
Purchsing factors
quality
Sustainability Behaviour
Gadets
valuebale purchases
Energy saving
Non sustainable behaviour
unhygenic

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Speaker 1: This interview yes, because I still need quite a few people, so I thought hey in my opinion is can I just ask a little bit of people from Nubikk as well. I have indeed already texted Rene, so. But first of all, okay if I record the interview?

00:00:18
Speaker 3.4: Yes, of course.

00:00:15
Speaker 1: Cool then I'll send you an email afterwards with a form if you'd like to put your name under that. That's purely for my study of that you, so have given permission to record it.

00:00:29
Speaker 3.4: Yes, yes.

00:00:31
Speaker 1: And then I'll actually start with some general introductory questions first. And then after that we'll go over the questions that are then kind of about your purchases, and what drives you to them, and so on. But feel free to, if you come somewhere to a question on a story, something on their own experience to just share that, because everything really just helps in this survey.

00:00:54
Speaker 3.4: Yes all right.

00:00:56
Speaker 1: But first of all, where do you live?

00:00:58
Speaker 3.4: I live in Tilburg, in the province of Noord Brabant.

00:01:03
Speaker 1: And that's where you work?

00:01:04
Speaker 3.4: At Nubikk.

00:01:04
Speaker 1: And what kind of a house do you live in or an apartment?

00:01:11
Speaker 3.4: I live in an apartment.

00:01:13
Speaker 1: And is that bought or rented?

00:01:14
Speaker 3.4: I rent my apartment

00:01:21
Speaker 1: And have you lived there long?

00:01:23
Speaker 3.4: Since September last year.

Coding Density
Purchsing factors
Social norms
Product price
Non sustainable behaviour
Emotions
Pride
sustainability
Materialism
Status
Joy
dislikes second hand clothing
convenience over sustainble
Furniture
valuebale purchases
trends
Sell clothing
Sustainability Behaviour
unhygenic

00:01:25
Speaker 1: Is there any reason you moved there?

00:01:29
Speaker 3.4: Yes, I wanted to live with my boyfriend and I had never. Well, I had already lived on my own once in London, but never in the Netherlands.

00:01:38
Speaker 1: Yes.

00:01:39
Speaker 3.4: And yes, among other things, it did become a time for me, to have my own place. I had a long relationship with my boyfriend. Then I thought, well ideal to live with that.

00:01:51
Speaker 1: I understand and totally happy with your little apartment?

00:01:55
Speaker 3.4: Yes very happy we are really in the center of Tilburg.

00:01:58
Speaker 1: Oh, how top notch.

00:01:59
Speaker 3.4: And everything is really within walking distance. So yes, we're very happy.

00:02:06
Speaker 1: Yes do I understand nice, okay, those were already kind of the introductory questions. But in terms of purchases like clothing and furnishings, do you feel like if you go into town or if you really need something for your home, that you can buy that most of the time?

00:02:24
Speaker 3.4: No, because I'm very specific about what I want to buy. And I also don't like to spend a lot of money on interior design, clothes are a bit different. With interior, I always try to find things at second-hand stores or on the market.

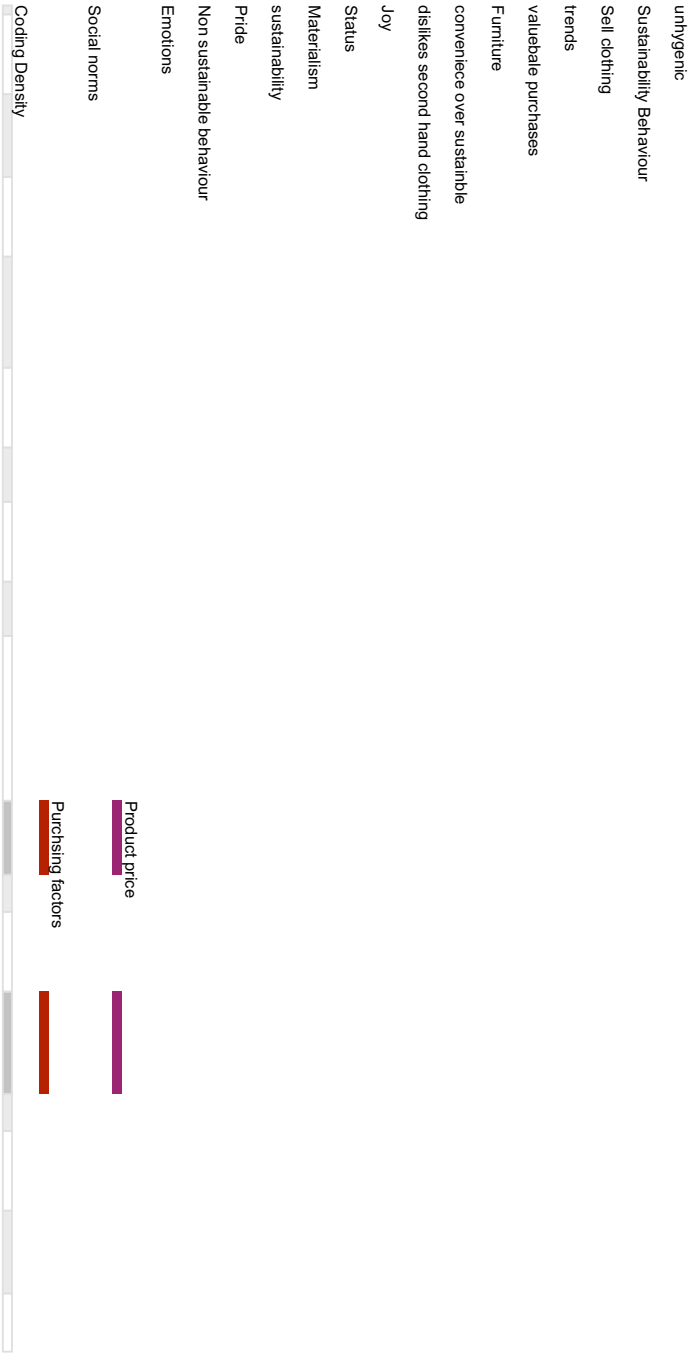
00:02:59
Speaker 1: Okay, and why is that your preference anyway?

00:03:04
Speaker 3.4: Well because I found out that you can get so many beautiful things for such a low price. I have a few pieces of furniture in my house that if they were new, you would pay a few hundred dollars for. For example, the coffee table that was originally 300 euros I can get for 20 euros.

00:03:22
Speaker 1: Yeah, yeah, see those are good deals. Just the ones you want.

00:03:27
Speaker 3.4: Yes yes, so I'm actually constantly working on that. And my boyfriend also likes to have that as an activity, so to speak. So we are actually always working on that.

00:03:39
Speaker 1: Nice, because then you also always have a little bit of what might be more unique things as well that you come across.



00:03:44
Speaker 3.4: Right, right.

00:03:46
Speaker 1: And in terms of clothing said that's a little bit different.

00:03:49
Speaker 3.4: Yes, I personally like the clothing, and in terms of clothing I always try to put a little bit of a budget together and then I already know very specifically what I want to buy.

00:04:06
Speaker 1: Yes.

00:04:06
Speaker 3.4: And then I only buy something. I never really just go into town to buy anything. I actually always know what I'm going to get.

00:04:15
Speaker 1: Yes, you actually do quite a bit of research for that and you know very clearly then what you want.

00:04:20
Speaker 3.4: Yes.

00:04:21
Speaker 1: Okay and how often per month approximately on average would you say you or every two months approximately, would you buy new clothes.

00:04:36
Speaker 3.4: I think I do order something from Zara or Weekday at least once a month. Yes once a but I do make a purchase of a number of clothing pieces.

00:04:46
Speaker 1: Yes, and then so at the Zara and at Weekday. Are there any other stores that you're a fan of as well.

00:04:59
Speaker 3.4: Well they do, I like Arket too. But if you come for that, then you're already getting some larger amounts and I'm really going to save up for that.

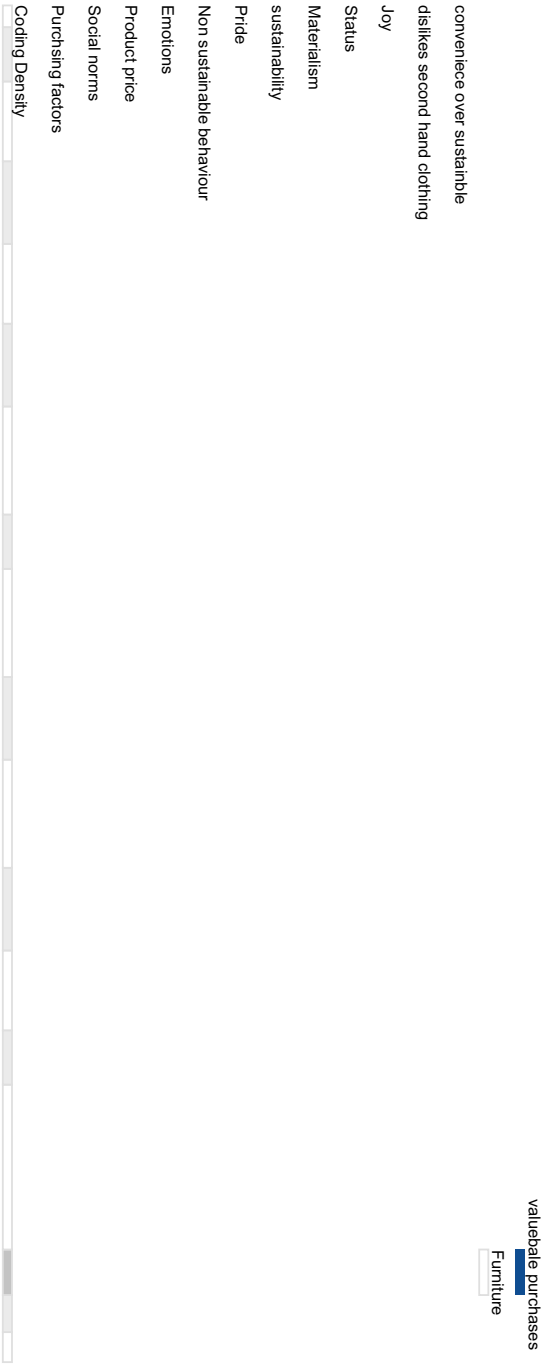
00:05:09
Speaker 1: Yes, exactly so you postpone that one for a while then.

00:05:12
Speaker 3.4: Yes, yes.

00:05:14
Speaker 1: Okay, then you can tell me about a purchase you made, doesn't have to be very recent necessarily. It also doesn't have to be something very expensive right away, but something that you really appreciate. Something you were very happy with when you bought it.

00:05:45
Speaker 3.4: Just a thought, yes I have a Wassily Chair by Marcer Breuer standing in me bedroom. We picked that up in Amsterdam, we bought it through market place.

00:05:53
Speaker 1: Yes.



00:05:55
Speaker 3.4: Yes, I am proud of that because we were able to get it at a very competitive price.

00:05:55
Speaker 1: Yes.

00:05:55
Speaker 3.4: So that was actually kind of an achievement that we were able to get that I thought yes.

00:05:59
Speaker 1: Yes so you were proud of and very happy no. How do you still feel now because of that purchase still happy?

00:06:08
Speaker 3.4: Yes I'm very happy with it because I also, I have a home studio now and I sometimes take pictures there of my parents or of friends , or of my grandparents. People can come and visit me to have their pictures taken. And this chair helps to make a nice model to shoot.

00:06:10
Speaker 1: Yes.

00:06:10
Speaker 3.4: It is intensively used as well.

00:06:29
Speaker 1: Okay, so that too, there's some really good functional value to it as well.

00:06:37
Speaker 3.4: Yes.

00:06:37
Speaker 1: And you say that you did take great pride in finally being able to find it for a cheap price. That you do, therefore, do some good research on it. Does that have an effect then if you're going to make another purchase in the future that you think; this is what I want so badly that you say there again, but would continue in the same process of looking well and thinking well about it.

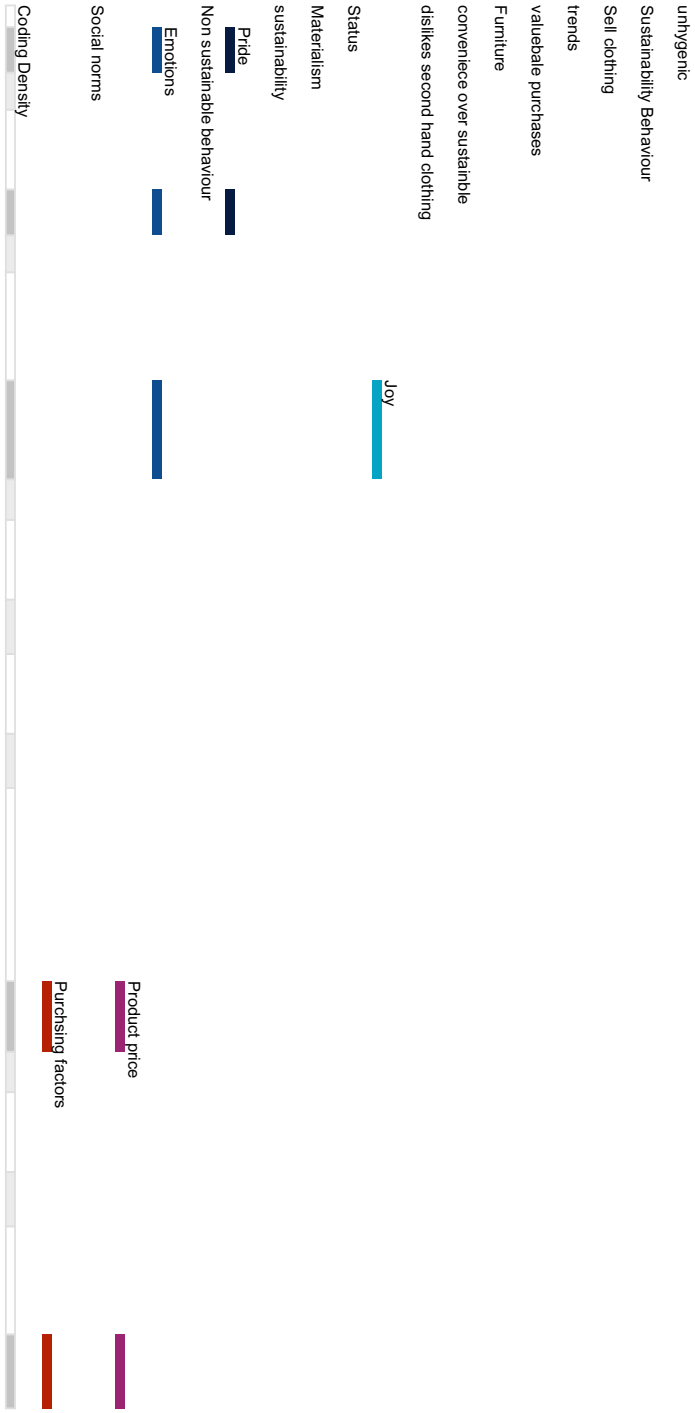
00:06:56
Speaker 3.4: Yes definitely, definitely anyway. I'm someone in that regard who goes really well on sale items. And just yes pay less than the original price was. I always try to haggle as well.

00:07:10
Speaker 1: Yes.

00:07:10
Speaker 3.4: If you can. So no yes I do like that and I will always like that.

00:07:20
Speaker 1: And is there a reason for that? Is there something from your childhood that you've always had that?

00:07:33
Speaker 3.4: Yes my parents have always very much instilled in me that I should be frugal. Not to buy things just like that. Of course that happens sometimes, but always think carefully about what you want to buy and how much you are willing to spend.



00:07:37
Speaker 1: Yeah okay, and that's kind of handy indeed to get from home. And you just said it a little bit, but for example with furniture you actually like to buy second hand.

00:08:00
Speaker 3.4: Yes.

00:08:00
Speaker 1: And with clothing is that the same or do you still prefer new clothing?

00:08:11
Speaker 3.4: No then my preference is for new clothes, although I also go to the Episode sometimes. No, but I do prefer new clothes. I think that's different from a chair that someone has sat in, clothes that someone has really worn. I find that a bit of a disgusting idea.

00:08:28
Speaker 1: Yes, so actually for hygienic reasons you find new clothes better anyway.

00:08:31
Speaker 3.4: Yes, yes.

00:08:30
Speaker 3.4: But then I always try to get out of the sale.

00:08:30
Speaker 1: And then with furniture and appliances, especially furniture, that you want second hand especially too, because you want that to be at a nice price. Do sustainability reasons also sometimes come into play when you're going to buy something, could be furniture, but maybe with clothing that you're concerned with that?

00:09:00
Speaker 3.4: No, yes well I could say now that I buy second hand things so that new things don't have to be made but no. No I don't really think about that.

00:09:04
Speaker 1: No and imagine, you would be placed in a situation in the future, but one sustainability actually prevails when you buy something and less fashionable it is, how would you feel about that?

00:09:16
Speaker 3.4: Umm yes. Then I would really do, yeah I don't know.

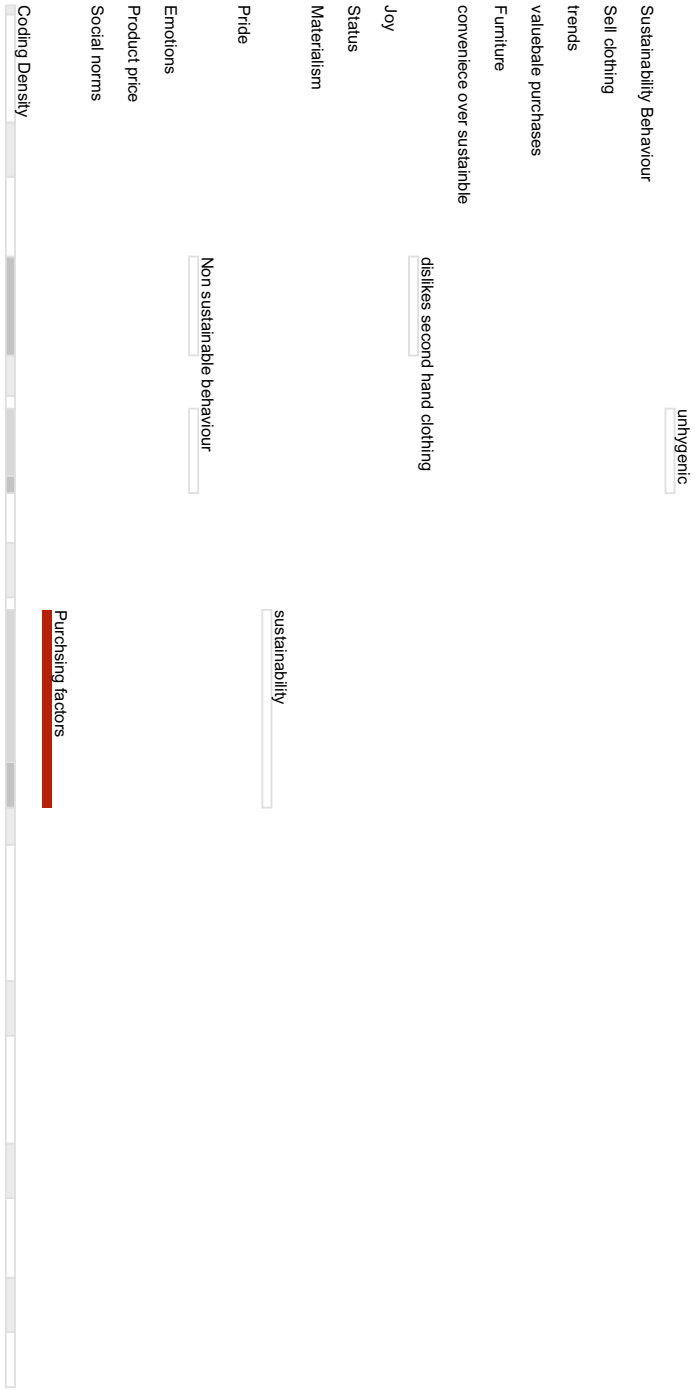
00:09:29
Speaker 1: Would you find that annoying that you think well rather not or would you be okay with that?

00:09:34
Speaker 3.4: Yes I could agree with it but I would rather not.

00:09:39
Speaker 1: No, it's not really on your priority list.

00:09:43
Speaker 3.4: Yes, yes.

00:09:46
Speaker 1: Okay, looked at vacation and how many times a year on average do you go on vacation?



00:09:50
Speaker 3.4: Then when I think back to a year ago twice.

00:10:03
Speaker 1: Two times approximately on vacation. And what kind of destinations are they usually?

00:10:07
Speaker 3.4: Well mostly Spain or Italy.

00:10:13
Speaker 1: So are you going by plane or by car?

00:10:15
Speaker 3.4: By plane.

00:10:22
Speaker 1: Yes and imagine you are placed in the situation in the future that from now on you would go on vacation in your own country, and especially with car. How would you feel about that?

00:10:33
Speaker 3.4: Yes, too bad. I would really like to see more of the world.

00:10:48
Speaker 1: Yes,

00:10:48
Speaker 3.4: By car I don't mind. We recently got a company car. Not from Nubikk but my boyfriend got a car. So actually the idea was to travel as soon as we could but then Corona came along.

00:10:48
Speaker 1: Yes, then it did get a little tricky.

00:11:02
Speaker 3.4: So no the idea was anyway to go out by car more often than by plane.

00:11:07
Speaker 1: Yes, and what was your reason for that? Because you don't like more or?

00:11:22
Speaker 3.4: Because it can be done on the premises, of course it was a lot more economical. And you can reach multiple places. Usually when you go by plane yes you go from A to B, or I mean from A to Z. But yes it's very nice if you can also see B and C, and you can do that by car.

00:11:32
Speaker 1: Yes, that you have a little more freedom. Okay.

00:11:38
Speaker 3.4: Yes.

00:11:38
Speaker 1: Would you ever also in the future do you think for sustainability reasons then rather use a car with the train. How would you feel about that if that becomes more the norm say in the future.

Coding Density
Purchsing factors
Social norms
Product price
Emotions
Pride
sustainability
Materialism
Status
Joy
dislikes second hand clothing
Furniture
valuebale purchases
trends
Sell clothing
Sustainability Behaviour
unhygenic

Non sustainable behaviour
convenience over sustainble

00:11:52
Speaker 3.4: Yes, then more would dwell on it and but as long as I would be the only one to do that I wouldn't do it.

00:11:59
Speaker 1: No so to have that actually fly now, just very much considered normal so to speak.

00:12:04
Speaker 3.4: Yes.

00:12:05
Speaker 1: Wouldn't give it much thought yourself, okay.

00:12:11
Speaker 3.4: Yes exactly.

00:12:08
Speaker 1: And then just looking at, you said that you actually don't make a lot of impulsive purchases, but do you ever find yourself making a really bad purchase or with the clothing that you think; Oh God, I actually bought expensive tenth white shirt now, was that really necessary care?

00:12:28
Speaker 3.4: No, I actually never have a mistake purchase.

00:12:34
Speaker 1: No oh how nice!

00:12:34
Speaker 3.4: No yes that's very nice. But I do have I can always very well decide that when I make a purchase, always when something comes in, I do decide right away am I going to wear this or did I buy this because I thought maybe nice to wear once.

00:12:34
Speaker 1: Yes

00:12:54
Speaker 3.4: I do only buy things if I'm sure I'm really going to wear it.

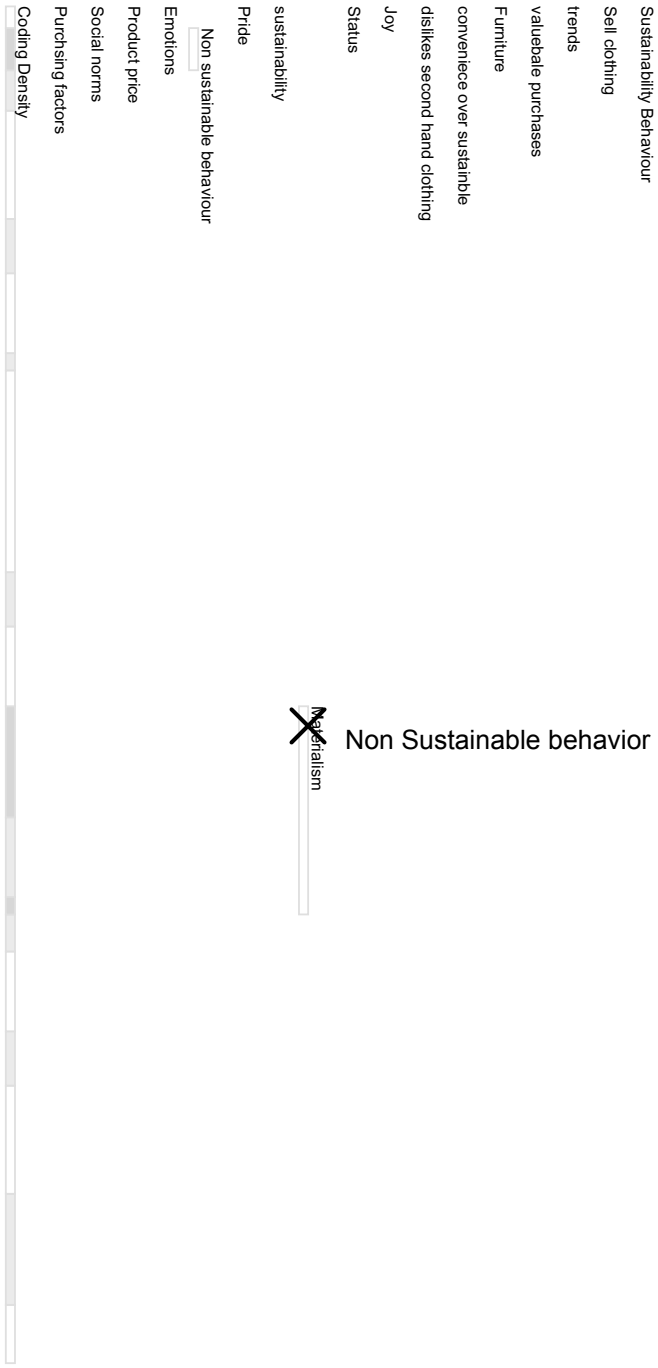
00:12:54
Speaker 1: Okay, if you think about that really very clearly,

00:12:56
Speaker 3.4: Yes.

00:12:57
Speaker 1: Okay, yes, that does make a difference. Indeed that you never regret afterwards, have you always had that way?

00:13:09
Speaker 3.4: Yes, actually. But then again I am very quick, look if I buy a t-shirt I might be completely in love with it for six months. But then I put it back on Vinted so that I can buy something new.

00:13:21
Speaker 1: Okay, so you do fast, actually through your clothes that you think, I'm sick of it again now.



00:13:26
Speaker 3.4: Yes but my waredrobe that changes rather quickly, in terms of styling

00:13:34
Speaker 1: And is that because of you that you get bored quickly or does your style also change very quickly?

00:13:37
Speaker 3.4: My style changes quickly and I also want to stay up to date with what is in. And yes that also goes by season.

00:13:45
Speaker 1: Yeah, and then you say, you do sell it on Vinted, so you don't throw it away.

00:13:53
Speaker 3.4: No I never throw it away. Unless I have had it on Vinted for a very long time, and it doesn't sell then I donate it.

00:14:01
Speaker 1: Yes, okay, but you still do something with it instead of throwing it away.

00:14:04
Speaker 3.4: Yes yes, no I never throw it in the trash.

00:14:07
Speaker 1: No, that's okay too. Then again you can actually make somebody else very happy.

00:14:11
Speaker 3.4: Yes.

00:14:14
Speaker 1: And then the last couple of questions: they're actually kind of about your purchases compared to others and up to your environment. But do you when you buy something new, doesn't matter what that you then feel the need to share that with others as in show it or talk to someone about it?

00:14:34
Speaker 3.4: Yes, yes definitely I always like to name it when I have something new. Do I do a little catwalk through the house.

00:14:43
Speaker 1: Yes.

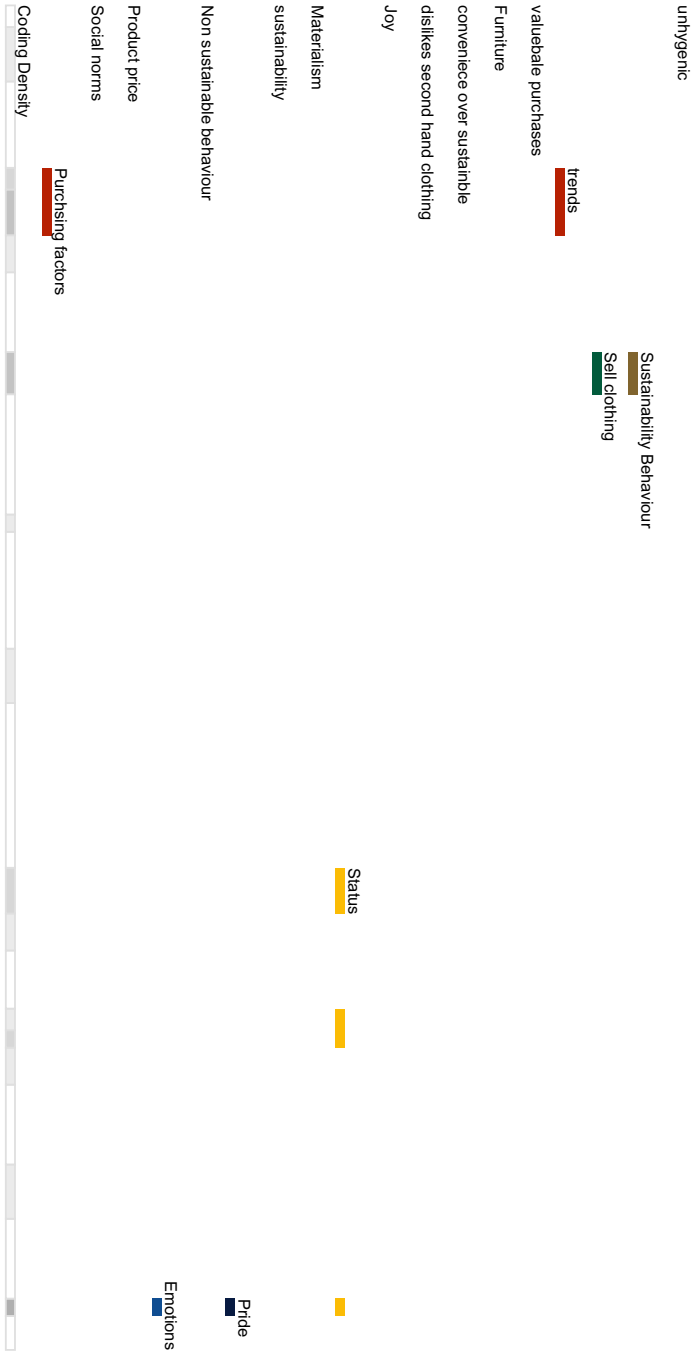
00:14:45
Speaker 3.4: Or I'll post it on Instagram.

00:14:47
Speaker 1: Yes.

00:14:48
Speaker 3.4: Yes I like that too, so I do.

00:14:49
Speaker 1: Why, why do you like that?

00:14:51
Speaker 3.4: Yes, why do I like that. Yes I don't know, because it makes me proud to show it.



00:15:04
Speaker 1: Yes, no, that indeed makes sense that you would then just be happy with it and then want to share that with others.

00:15:09
Speaker 3.4: Yes, yes.

00:15:11
Speaker 1: And would you ever compare your purchases, can if in a negative or positive sense with someone else's?

00:15:26
Speaker 3.4: I don't quite know how to, how to see that in front of me.

00:15:29
Speaker 1: And suppose you bought a new bicycle by way of example. That you then go right along with your youngster's bike, that you think his has five gears. That you are then a little preoccupied with what someone else has. Or that you think, Oh, you also have a very nice one, how nice that has five gears.

00:15:53
Speaker 3.4: Oh yeah no I'm really not trying to out do anybody. I just do exactly my own thing.

00:15:54
Speaker 1: Yes.

00:16:00
Speaker 3.4: So no yes, no I'm not doing that,

00:16:00
Speaker 1: No, and how would you feel if other people did that very much comparing their purchases to yours?

00:16:12
Speaker 3.4: I would feel honored on the one hand. But on the other hand I think yes, just be original and do your own thing.

00:16:16
Speaker 1: Yes, would that affect what you would buy in the future?

00:16:21
Speaker 3.4: No, no.

00:16:25
Speaker 1: Wouldn't you care so much?

00:16:27
Speaker 3.4: No.

00:16:29
Speaker 1: And you also say you would be honored.

00:16:32
Speaker 3.4: Yes, well, if someone is inspired by what I post on insta. And because of that then thinks this is what I like, then I would like that too.

00:16:54
Speaker 1: Yes.

00:16:54
Speaker 2: But if someone, for example, buys something that I also have and then would preach about it so badly. But you got it from me so,

00:16:54
Speaker 1: Doing your own thing for a while.

00:16:58
Speaker 3.4: Yes, exactly

00:16:59
Speaker 1: And ehm the last few questions. Have you ever felt the need to buy something because of your environment, so for example everyone has the latest iPhone and then you feel in a kind of pressure, to then also have the latest Iphone.

00:17:19
Speaker 3.4: Yes but then I don't from the point of view that then other people have it, then I do just really want it myself.

00:17:26
Speaker 1: Yes.

00:17:29
Speaker 3.4: I don't really like, Is for example a friend of mine has the new Iphone that I think yes nice for you. But then I wait until I have it myself, and then yes. I now have an Iphone ten while everyone around me has the Iphone twelve. So no, I really determine that myself.

00:17:51
Speaker 1: Yeah, so, you don't feel any kind of pressure from the environment to belong to anything actually.

00:17:57
Speaker 3.4: No, no.

00:17:59
Speaker 1: Have you experienced anything like this in the past or can you imagine that other people do experience the sun feeling.

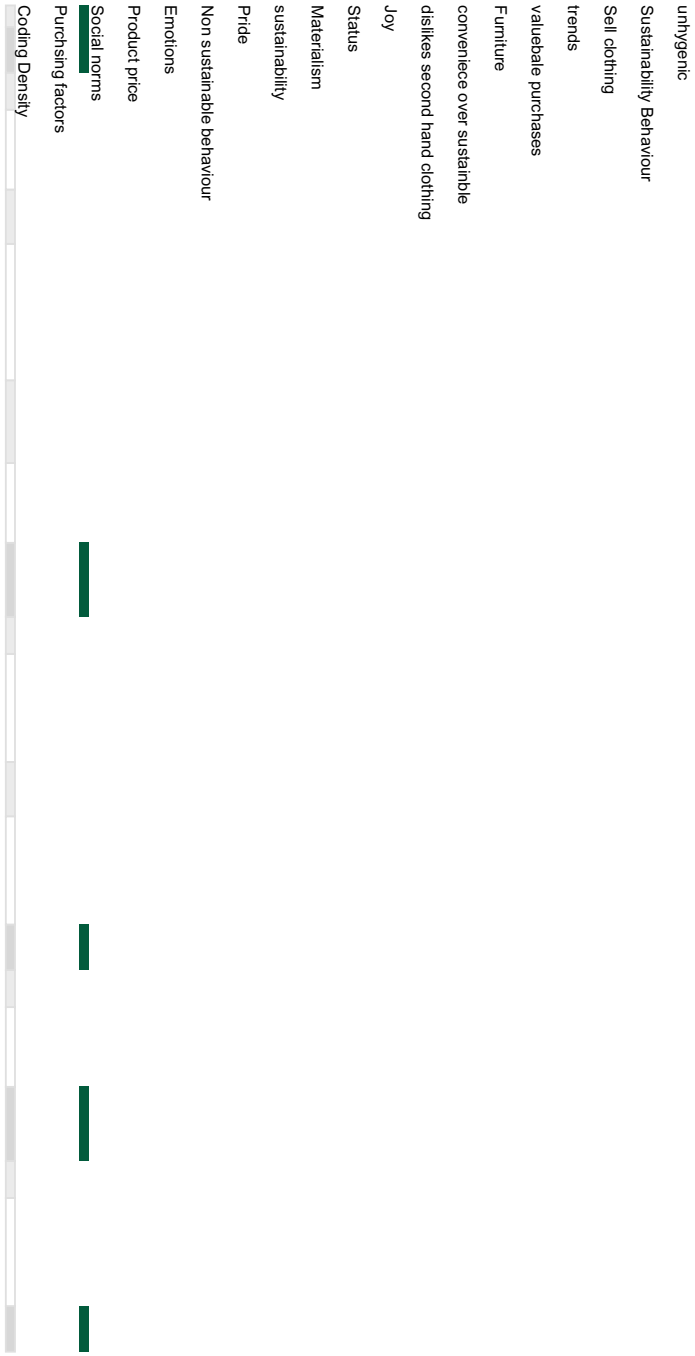
00:18:14
Speaker 3.4: Yes it is. For example, in high school, ht was really a thing with me to have one of those Louiss Vuiton speedy bags.

00:18:21
Speaker 1: Oh yes.

00:18:26
Speaker 3.4: Not that I experienced that my self, I didn't need a Speedy. But everyone at my school had to and would have a bag like that or else you didn't belong. So I'm aware of it happening.

00:18:33
Speaker 1: Yes, yes, and why do you think people experience that or why something like that comes about.

00:18:59
Speaker 3.4: Yeah, yeah group bonding or something. That you can then better identify who you are or indicate that you like the same things.



00:19:03
Speaker 1: Yes, that a little bit.

00:19:04
Speaker 3.4: That you want to show off with it that is also possible.

00:19:09
Speaker 1: Do you still see happening in your immediate environment that you feel that people are yes maybe joining a certain movement to belong to something.

00:19:20
Speaker 3.4: No not anymore.

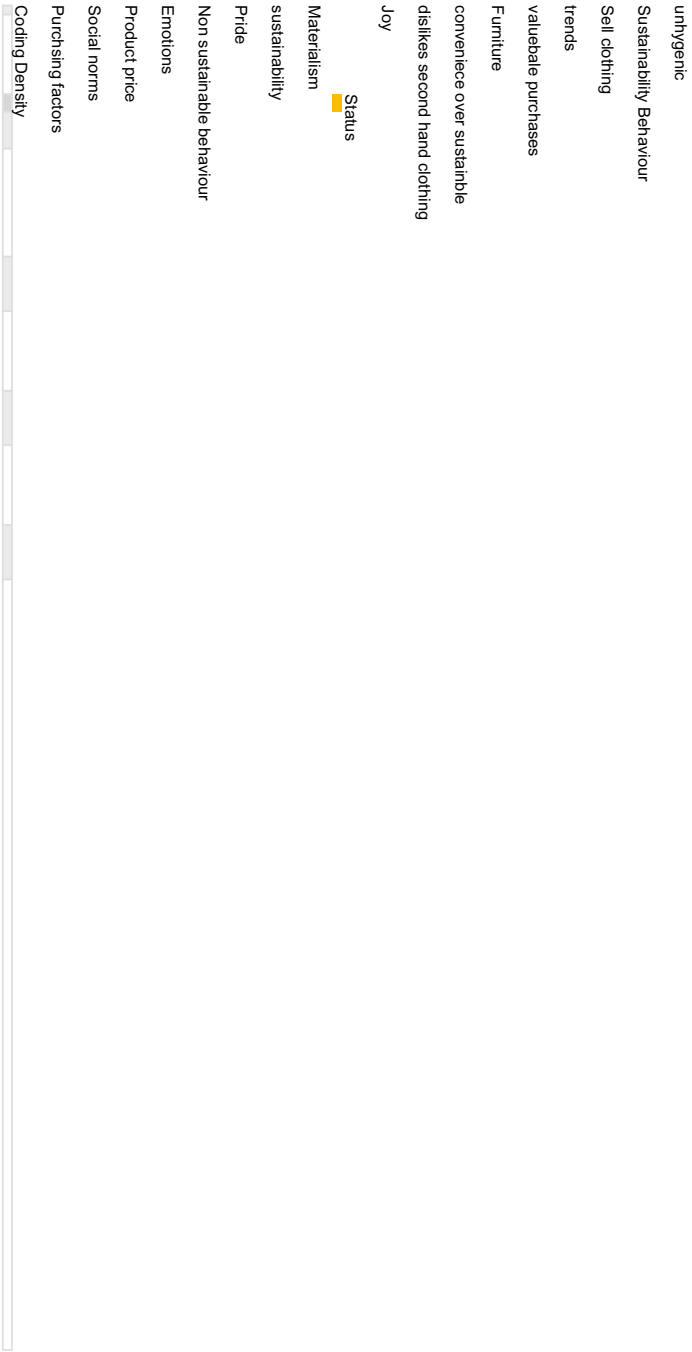
00:19:21
Speaker 1: No, really only more in the past.

00:19:23
Speaker 3.4: Yes, yes.

00:19:26
Speaker 1: Okay, all right, that was actually all the questions again.

00:19:31
Speaker 3.4: Ooh really now then we'll get through it quickly.

00:19:32
Speaker 1: Yeah, yeah, pretty much, yeah, it's about 20 or so 22 questions.



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Speaker 1: But always have to ask nicely. It starts with eight introductory questions, where you live, where you work and then so are questions regarding your purchases and yes all not very complicated questions. It's about 20 of them, but also in the beginning just at general questions where do I live you.

00:00:24
Speaker 3.5: I live in The Hague.

00:00:21
Speaker 1: And where do you work?

00:00:24
Speaker 3.5: I work, name of the company?

00:00:24
Speaker 1: Yes.

00:00:25
Speaker 3.5: I work VzVz

00:00:28
Speaker 1: Yes, and what do you do there? What is your function?

00:00:33
Speaker 3.5: I work there as a project coordinator. I actually supervise projects through the healthcare sector.

00:00:41
Speaker 1: Okay, well is that now, is that right busier with corona?

00:00:46
Speaker 23.5: That's yes,

00:00:47
Speaker 1: I think so.

00:00:53
Speaker 3.5: Yes certainly you have to see it this way corona hops in. So that you automatically give permission to open the your file at the GP. That's all going to be us coordinated are. These are projects and they're fairly acute. Yes, those are things you can spend your time on. But I also do other things so I can get through the day.

00:01:02
Speaker 1: Yes, okay and one what kind of house do you live in?

00:01:22
Speaker 3.5: I live in the Hague, it's a partition house. That's room en-suite with garden and there still with an extension with on top of that another floor with one room.

00:01:30
Speaker 1: And did you guys buy or rent that?

00:01:34
Speaker 3.5: Purchased.

Coding Density
Social norms
Purchsing factors
Emotions
Impusive purchasing
clothing
Product price
Status
Pride
Sustainability Behaviour
sustainability
Joy
Non sustainable behaviour
prefers new
Second hand furniture
secondhand clothing
Brand name
Furniture
valuebale purchases
comfort
Materialism

00:01:34
Speaker 1: Yes, and how long have you been living there?

00:01:37
Speaker 3.5: Since December 24

00:01:39
Speaker 1: Super short, you guys really just moved in there.

00:01:43
Speaker 3.5: Yes very recently we moved in this direction.

00:01:45
Speaker 1: And what was the reason you moved there?

00:01:51
Speaker 3.5: It was just a really nice opportunity to buy this house and in this neighborhood. Yes, you don't find houses like this anymore for the price we bought it for, so it was just a great opportunity. It is just a top house and we were ready for something bigger.

00:02:06
Speaker 1: Yes, I understand and then looked at vacations. How many times on average do you go on vacation per year if you exclude the corona year for a moment?

00:02:18
Speaker 3.5: If I don't count the corona year, I think that we go on vacation twice a year on average. I was away a lot for a while because I had just finished my studies, so I immediately went on a full vacation. But think 2 times per year.

00:02:31
Speaker 1: Yes, yes, and how do you usually travel to your vacation destination?

00:02:38
Speaker 3.5: Airplane.

00:02:43
Speaker 1: Okay cool those were already kind of the introductory questions there. And then in terms of purchases like clothing and furnishings do you feel then that suppose, you go into town for a while because you need something that you can buy most of the time, what you want.

00:03:06
Speaker 3.5: Yes in principle, except when it's the end of the month haha.

00:02:57
Speaker 1: But in general. If you go into town for a little while then because you need something, you can buy that as well.

00:03:13
Speaker 3.5: Yes.

00:03:13
Speaker 1: And then when you buy something new what are factors that influence that?

00:03:20
Speaker 3.5: Yes, those are factors, because if I want something nice, if I especially need it. I see my closet a few old sweaters and then I think I need a few new sweaters. So actually need always plays a big role and a little bit of impulse, because I am also an impulse buyer. So I walk into a store and then I think, I want that.

00:03:26
Speaker 1: And then you have to get it right.

00:03:53
Speaker 3.5: Exactly

00:03:53
Speaker 1: Okay, and you also said that when you need something that that does become an important factor and is there a specific reason by that that you actually only buy something when you need it, or at least that's your idea then that you only buy it that you need.

00:04:08
Speaker 3.5: Yes like I said as, when I look in my wardrobe and I think I only have two jeans left there which is really already with me always, I need to buy jeans. A piece of need and then you just need it, and then I buy some.

00:04:24
Speaker 1: And then for example, what are the things that you impulse buy say?

00:04:30
Speaker 3.5: Yes, those are when I walk into more expensive stores and I see, for example, in Funky House. And I see, there I always see really cool clothes and then I think actually not necessary, but I think that's really cool,

00:04:42
Speaker 1: Is actually mostly with clothing that you have that.

00:04:45
Speaker 3.5: Yeah, I'm not sun, such a tech buyer, non-technical thingy.

00:04:52
Speaker 1: No more really your real clothes than gadgets or furniture, or so okay.

00:04:59
Speaker 3.5: Yes right.

00:04:58
Speaker 1: And can you tell about the purchase you've made that is very appreciative. It doesn't necessarily have to be very recent or like something very expensive, but just something that you value.

00:05:15
Speaker 3.5: A purchase that I value so that's a hard question. Mmm for example if I buy plants for my house, that can make me very happy.

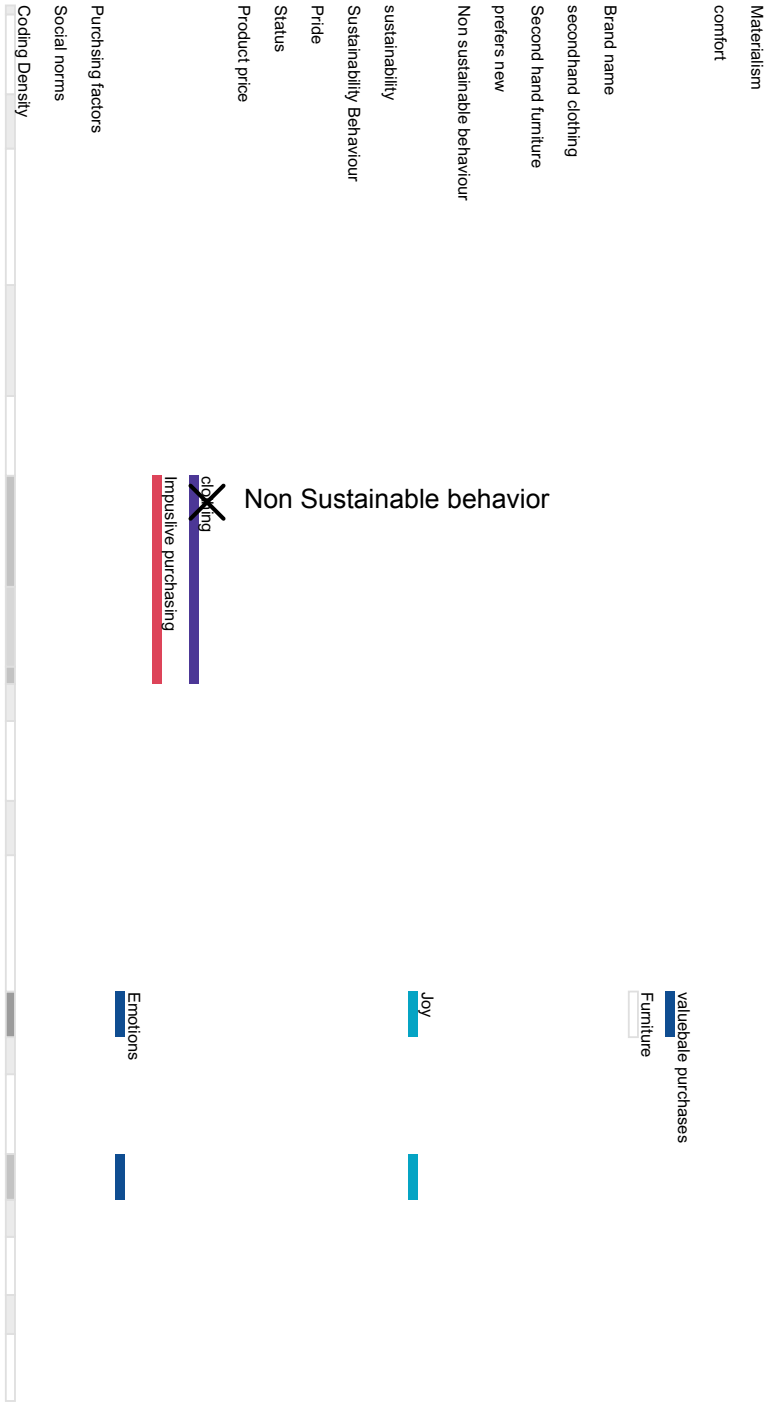
00:05:21
Speaker 1: Yes.

00:05:22
Speaker 3.5: Then I think, yes, that's really a one a beautiful addition in my house and I can be really happy with that. I also like growing those things.

00:05:29
Speaker 1: Yes.

00:05:37
Speaker 3.5: Yes and my cat haha yes that is also a purchase that I am very happy with.

00:05:29
Speaker 1: yes that's certainly true and you also say those plants, so then that makes you



very happy. So then you do find that something you appreciate, okay, and imagine the same situation occurring, maybe with plants it's a bit tricky, but in the future that you want to start consuming less, so you think, I want to buy less for whatever reason financially, sustainability can be, but that's the situation you're placed in. How would you feel about that?

00:06:08

Speaker 3.5: Yes that I can't buy things that I actually want.

00:06:13

Speaker 1: Yes, and so not only financially, but also to the environment, looked at just to if that were just the situation. But how would you feel about that?

00:06:21

Speaker 3.5: So that does really depend on the situation, because if I'm financial that's where I would resent it, but I think if I were to do it from a sustainability perspectivea, then I would again, and then I would just understand it so to speak. Then I do from a different emotion.

00:06:38

Speaker 1: Yes, so then you might not mind that as much and then it would be because you have a little less pennies for a while.

00:06:45

Speaker 3.5: Especially if for example I, I buy on principle , what's not the name of that clothing store. What's that called where you can buy all these cheap shirts and stuff.

00:06:56

Speaker 1: At the primarkt?

00:06:57

Speaker 3.5: Yes the Primarkt yes I don't buy clothes there on principle. Because I think that it's just, you know, a lot of children have worked there. Yes, I don't like that.

00:07:11

Speaker 1: Yes.

00:07:12

Speaker 3.5: Financially it's a whole different story. If I can't buy it, and then it would suck when I would like to have it.

00:07:18

Speaker 1: Yes, okay, and then even further goes actually on clothing. Imagine you buy second hand clothes instead of new clothes, how would you feel about that?

00:07:35

Speaker 3.5: Yes I would rather not do that. Although it depends on what kind of clothing. Because I think a denim jacket, for example, second-hand store is always cool.

00:07:41

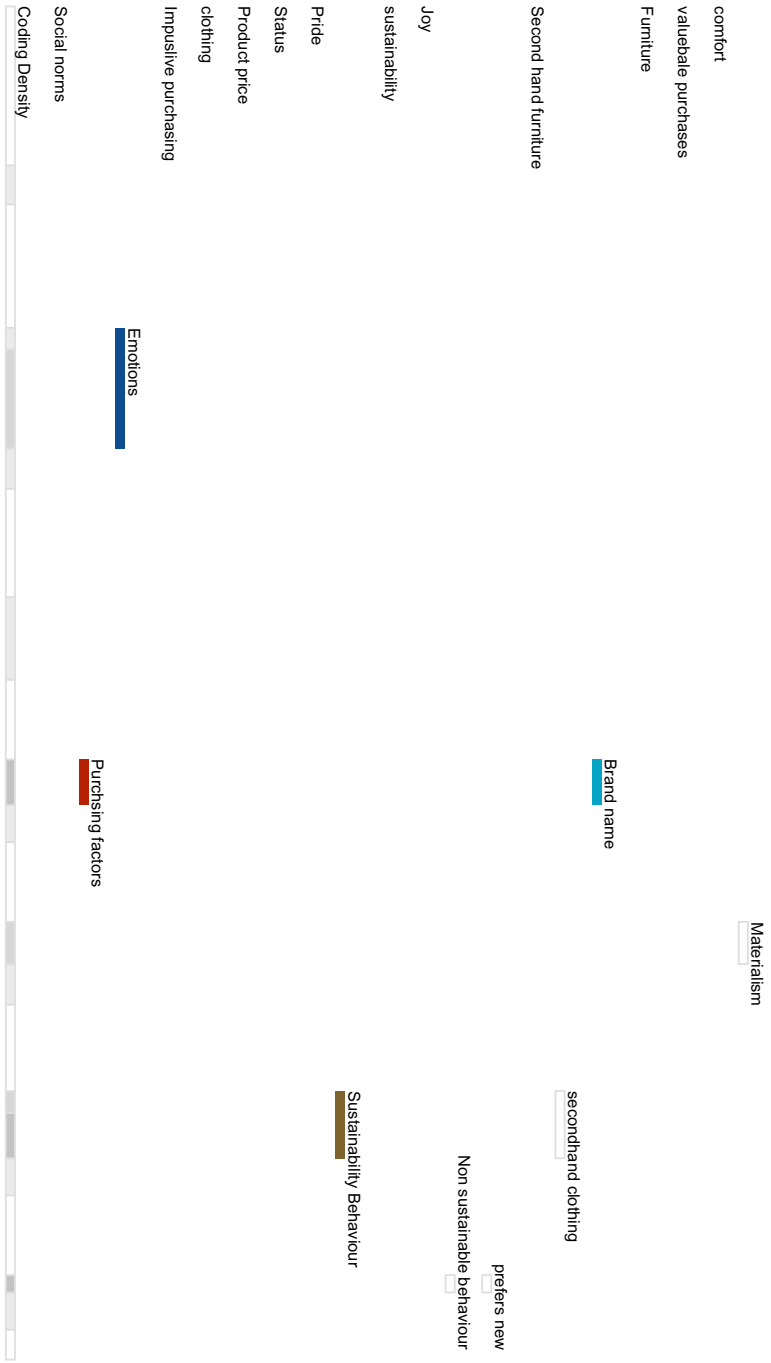
Speaker 1: Yes, but other clothing in general.

00:07:46

Speaker 3.5: Exactly new t-shirts or sweaters, I prefer to buy new.

00:07:49

Speaker 1: Yes, is there a reason that you prefer to do that then?



00:07:55

Speaker 3.5: Yeah, I don't know, I just find it kind of not very hygienic second hand, even if it's been washed a thousand times I don't know. New feels, still more comfortable.

00:08:04

Speaker 1: Yes, but with a jacket like that and then you have less trouble with that.

00:08:08

Speaker 3.5: Yes definitely.

00:08:11

Speaker 1: And looked at furniture and equipment for your house. Those of course just moved in and then you look at when you buy a new furniture? What is important then?

00:08:25

Speaker 3.5: First looking at how is this going to look in our house also in terms of color and in terms of shape and in terms of, well well of that kind of externality of furniture that kind of stuff.

00:08:37

Speaker 1: Yes.

00:08:41

Speaker 3.5: yes it should also be functional. You can buy a really nice chair but if it's not comfortable then I don't do it.

00:08:44

Speaker 1: Yes then it makes feen sense.

00:08:44

Speaker 3.5: No.

00:08:44

Speaker 1: And if you were to pick out furniture and appliances based on whether they use recycled materials or are energy efficient and not based on how fashionable it is, how would you feel about that?

00:09:01

Speaker 3.5: yes those are, I would certainly be, certainly things I would consider, in the context of the environment. Yeah, of course those are trade-offs between price again hehe. Often the recycled durable items are just a bit more expensive. And the market simply offers the things that are worse for the environment cheaper.

00:09:26

Speaker 1: And for example, what do you want at your house right now, what weighs most heavily? The price, how it looks or how sustainable say, but is.

00:09:36

Speaker 3.5: Also depends on we are buying. A sofa or so or a TV then you look at the price, but then it also just has to work well and sit comfortably.Price is definitely an important factor in buying. But yes also functional, it also has to work well.

00:09:58

Speaker 1: And second-hand furniture?

00:10:04

Speaker 3.5: Yes a lot of stuff we buy through Marketplace.

00:10:05
Speaker 1: Yes.

00:10:10
Speaker 3.5: That again depends on what we buy look I don't need a candlestick or anything I'm not going to buy second hand.

00:10:16
Speaker 1: Take at table, for example on my nightstand.

00:10:19
Speaker 3.5: Our dining table, for example, is second hand.

00:10:20
Speaker 1: Yeah okay, you're actually fine with buying that then.

00:10:29
Speaker 3.5: yes I think that's just a nice solution because that stuff is generally good.

00:10:32
Speaker 1: Yes.

00:10:33
Speaker 3.5: Then it's a kind of circular use then that's only good.

00:10:37
Speaker 1: That you can give those a second life.

00:10:39
Speaker 3.5: Yes.

00:10:42
Speaker 1: Cool and you said at the beginning that you go on vacation about twice a year, and then usually by plane and imagine. You wouldn't go on vacation by plane from now on, to I don't know what Italy or something. But you would vacation by car within the Netherlands. How would that make you feel and how would you feel about telling those around you?

00:11:10
Speaker 3.5: That again is not corona situation?

00:11:13
Speaker 2: Yes

00:11:13
Speaker 3.5: I'm just a lover just a lover of very nice weather and the environment though. Although I do think you have enough beautiful places in the Netherlands. I would certainly not feel bad about that, and certainly not towards those around me, because if I want to go somewhere, I go there, and the opinions of those around me are of little interest to me.

00:11:36
Speaker 1: Yes, but you you say, I just like to actually go somewhere where it's nice and warm.

00:11:44
Speaker 3.5: Exactly nice and warm a new landscape, and then not too expensive. I think that is just cool. But if I can go to Italy by high-speed train for the same price as by plane.

00:12:00
Speaker 1: Yes.

00:12:01
Speaker 3.5: Which often can't be done, then I would anyway.

00:12:04
Speaker 1: So you would, per se, choose an alternative of the plane though if you could and prices were not a big difference?

00:12:12
Speaker 3.5: Yes.

00:12:10
Speaker 1: Okay, those were kind of the example. Question or no a few more. Can you maybe give an example of a purchase, because you mentioned that you do occasionally make kind of impulsive purchases that you're kind of ashamed of afterwards. That you thought, I don't need this like that or I already have 30 of these.

00:12:39
Speaker 3.5: Yes I bought shoes once. And those shoes were 250 euros. And then the next day I thought, why did I buy these shoes? I really don't need them and they are far too expensive.

00:12:41
Speaker 1: Yes so then and then mainly actually because of the price and because you didn't need it? Those were two things.

00:13:06
Speaker 3.5: Yes surely the price, the price was just way too high. It wasn't very cool at all.

00:13:08
Speaker 1: No, but how had you bought so at that time anyway?

00:13:13
Speaker 3.5: I was walking in that store and I saw them standing there, I thought so those are nice shoes and I just got my salary. The next day I thought, oh, what have I done?

00:13:23
Speaker 1: Did you bring them back?

00:13:24
Speaker 3.5: Yes I brought them back too yes!

00:13:28
Speaker 1: you thought I don't need them anyway yes.

00:13:32
Speaker 3.5: Yes exactly

00:13:32
Speaker 1: Then it's not ultimately not a very bad miscalculation, because you'll just have more money back.

00:13:36
Speaker 3.5: No, exactly exactly, I just got my money back and yes everyone happy except that salesman.

00:13:44
Speaker 1: And then to what extent would this experience discourage you from making such a purchase decision again or what would be the consequences of walking into such a store again now.

00:13:58
Speaker 3.5: Yes then I'll check with Lisa first, my girlfriend. Checking with her and if she says well Tim really don't do it then I would consider not doing it. But I would really think about it better.

00:14:12
Speaker 1: Yes.

00:14:14
Speaker 3.5: Before I do something like that again.

00:14:15
Speaker 1: Before you have to bring back again the next day.

00:14:17
Speaker 3.5: Exactly.

00:14:21
Speaker 1: Okay just look and the last couple of questions are going to be a little bit in comparison to the environment that you're in then. Would you, imagine say you sold something new, for example a nice new sweater, or your plant. Would you then like to share your new purchases with others?

00:14:47
Speaker 3.5: As in use?

00:14:47
Speaker 1: No, just sharing that you bought it, so telling can just come and talk to each other about it or through social media.

00:14:57
Speaker 3.5: Yeah I wouldn't let it go that far either, like posting my new shoes on Instagram. But of course you are proud of them. Then you show something more consciously to friends.

00:15:15
Speaker 1: No, but that's also just nice that you are indeed just proud of something that you or if you have saved for something for a long time.

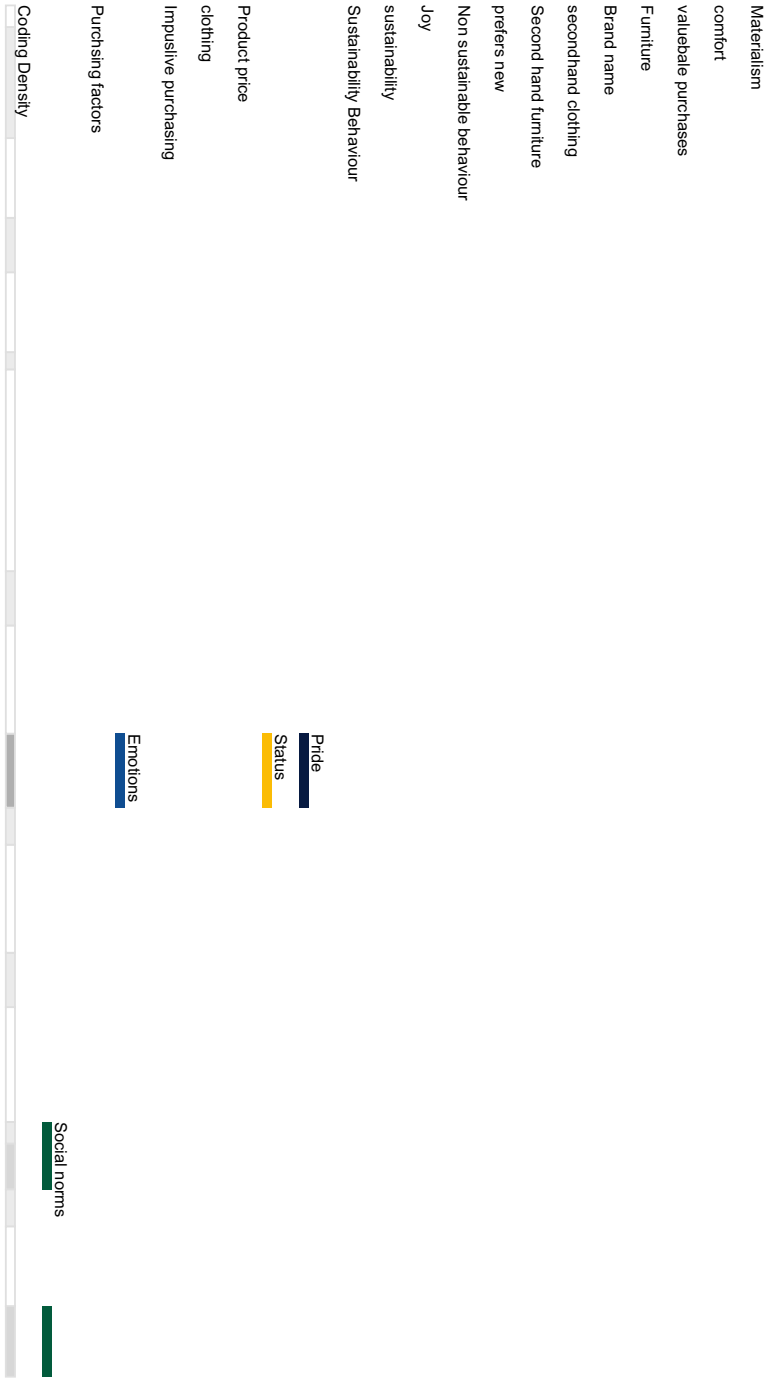
00:15:23
Speaker 3.5: Exactly.

00:15:25
Speaker 1: And would you ever compare your purchases with someone else's? Can be in a positive sense, so of oh: what have you got fat, but can also be that you might be a little jealous that someone else one his plant is nicer.

00:15:46
Speaker 3.5: Yes, there used to be more of it. But nowadays, as you get older, you are less interested in what other people think.

00:15:49
Speaker 1: But you can relate to that that did happen?

00:15:52
Speaker 3.5: Yes used to happen for sure then yes, then you bought something and then you see that someone else also bought something and then you think yes, I would like to have that too. Nicer than what I have.



00:16:02
Speaker 1: And where did that feeling come from then do you think you had that?

00:16:08
Speaker 3.5: Yes piece of jealousy, struggle.

00:16:10
Speaker 1: Yes.

00:16:10
Speaker 3.5: Still competing a bit.

00:16:17
Speaker 1: Yes. Okay, and how would you feel if people compared their purchases very much to yours?

00:16:28
Speaker 3.5: Yes if they like my purchases very much, yes then of course I am proud of them.

00:16:33
Speaker 1: But would you be embarrassed by that or would you indeed think of well, look indeed how beautiful it is.

00:16:40
Speaker 3.5: Yeah sure if they want to do that then that wouldn't embarrass me.

00:16:43
Speaker 1: No, if that affects what you buy then?

00:16:45
Speaker 3.5: No.

00:16:48
Speaker 1: You wouldn't feel some kind of pressure then.

00:16:51
Speaker 3.5: No definitely not no, I'm I really always buy exactly what I personally like.

00:16:56
Speaker 1: Yes.

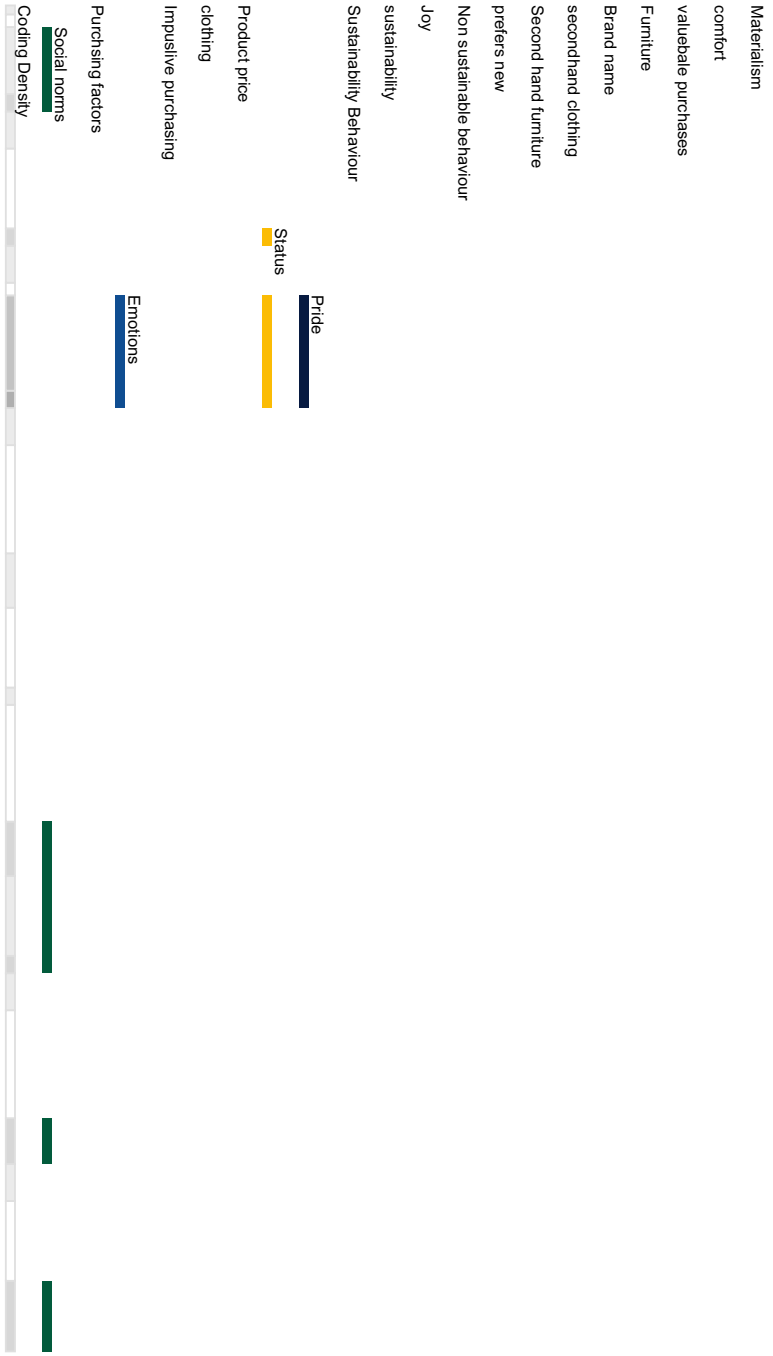
00:16:57
Speaker 3.5: Other opinions don't matter so much then.

00:16:59
Speaker 1: No, and that's actually kind of the last question: you just said you used to have it more, but have you ever felt the need to buy something because of your environment?

00:17:16
Speaker 3.5: Yes can't specifically name one example but yes. Sure do, for example if there was a new type of Nike popular. You wanted to have that then of course yes sure.

00:17:28
Speaker 1: Yes, and why did you want to have those as well what was the impetus?

00:17:36
Speaker 3.5: Yes because everybody had them but yes what I'm saying that's really something of what I think. Yes, my opinion is, that's age-related. But that may be my opinion that doesn't matter much to me now.



00:17:45
Speaker 1: No and looking at before, what where you afraid of being left out? Or did you feel pressure then?

00:17:58
Speaker 3.5: Yeah yeah that a little bit, that you don't quite belong or something.

00:17:59
Speaker 1: That you have to kind of go along with the rest.

00:18:00
Speaker 3.5: Yes.

00:18:02
Speaker 1: But you say you don't actually have that so much now?

00:18:09
Speaker 3.5: No not at all anymore I also functionally just buy clothes now and I know exactly what I do like.

00:18:13
Speaker 1: Yes.

00:18:14
Speaker 3.5: That's just my style and it's generally appreciated in my opinion.

00:18:20
Speaker 1: No, do you still see in your immediate environment that other people might be affected by that?

00:18:31
Speaker 3.5: Yes, especially women.

00:18:31
Speaker 1: Okay tell is.

00:18:31
Speaker 3.5: Women, in my opinion, are a bit more involved in this, but yes, that also depends on the person. But I think to a large extent you also see that in women. They are just more concerned with, those in my environment huh, with their appearance. Men are a little less interested in my opinion.

00:18:51
Speaker 1: Yes, you can still see with women now that they might suffer a little bit from that in terms of.

00:18:57
Speaker 3.5: Yes.

00:18:57
Speaker 1: And with what kind of stuff then with with you say my outward appearance so with clothing or with shoes?

00:19:04
Speaker 3.5: Yes shoes is also basically clothing, but yes, just really outward appearance.

00:19:10
Speaker 1: Yes.

00:19:11

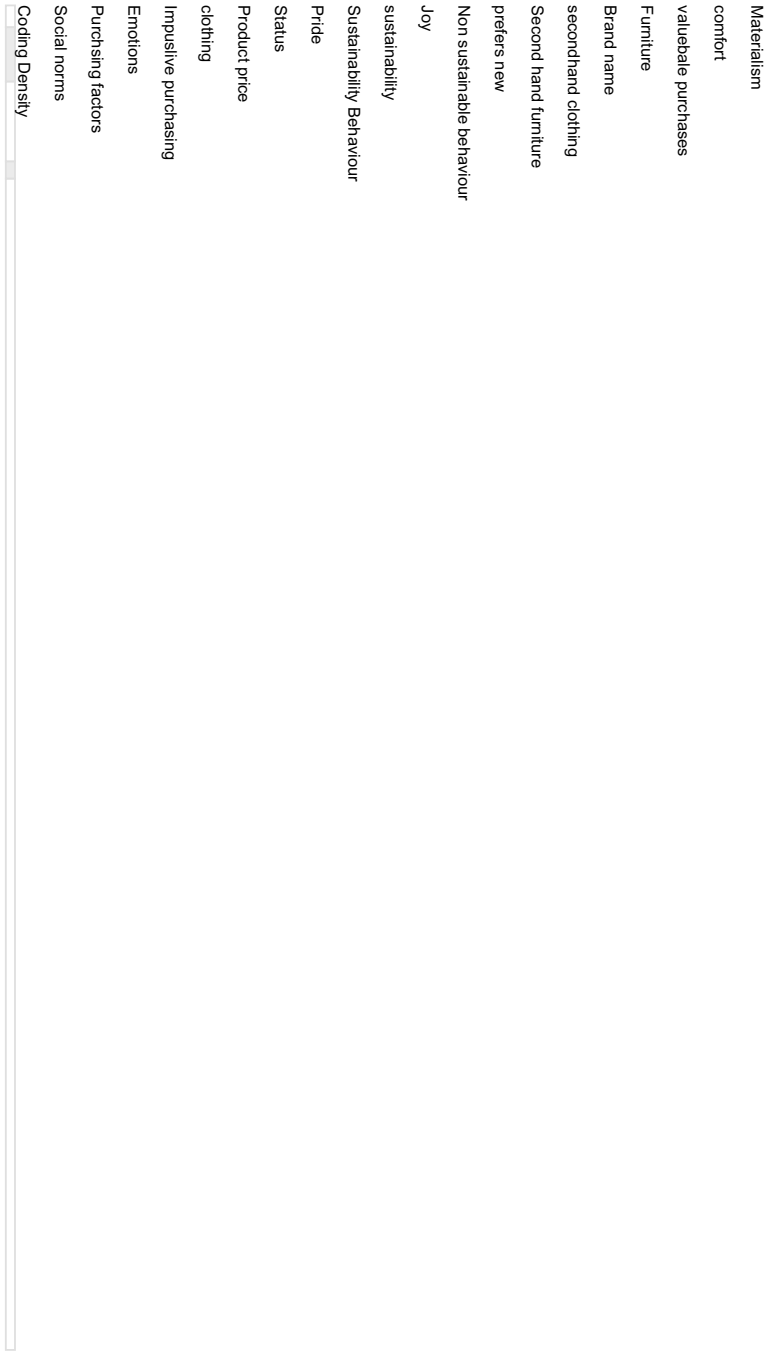
Speaker 3.5: So clothing, yes.

00:19:14

Speaker 1: Okay, all right, that was it again.

00:19:16

Speaker 3.5: Yes, was that em?



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Speaker 1: Well, the interview is a little bit about your purchases, what drives you to do that, what you think is important and a little bit about vacations. And it starts first with eight introductory questions and then 22 questions are so on that. I start with the introductory questions, even though I already know the answers to a few. I'll ask them anyway just for the record. First of all, where do you live?

00:00:33
Speaker 3.6: In Amsterdam.

00:00:34
Speaker 1: And where do you work?

00:00:37
Speaker 3.6: I have two jobs now. Among other things, I work at Schiphol Airport at and at a dental clinic.

00:00:45
Speaker 1: Okay. And what are you doing there?

00:00:49
Speaker 3.6: I'm behind the reception desk.

00:00:50
Speaker 1: Oh, how nice, is that new?

00:00:53
Speaker 3.6: Dentist is new indeed, since the day before yesterday.

00:00:56
Speaker 1: Nice, oh, nice. And you live in Amsterdam and you live in an apartment, right?

00:01:05
Speaker 3.6: Yes right.

00:01:06
Speaker 1: And that's rented?

00:01:10
Speaker 3.6: True.

00:01:07
Speaker 1: How long have you been living there?

00:01:13
Speaker 3.6: This is where I've been living for a year now.

00:01:15
Speaker 1: And what made you move there?

00:01:19
Speaker 3.6: What did you say?

00:01:19
Speaker 1: What made you move there?

00:01:22
Speaker 3.6: Because I had to move out of my other house.

Coding Density
Social norms
Emotions
Shame
Purchsing factors
sustainability
Pride
Materialism
Non sustainable behaviour
unhygenic
Furniture
valuebale purchases
Second hand furniture
Sustainability Behaviour
trends
clothing
Impusive purchasing
Product price

00:01:24
Speaker 1: Oh yes, then you have to.

00:01:25
Speaker 3.6: Yes dear then I must.

00:01:27
Speaker 1: Yes then you should. And completely satisfied there?

00:01:32
Speaker 3.6: Totally satisfied, yes, it is expensive but yes Amsterdam is expensive.

00:01:37
Speaker 1: It's certainly true, don't get around it. And looked at vacations if you don't count the last year, how many times a year on average do you go on vacation?

00:01:49
Speaker 3.6: Think five.

00:01:50
Speaker 1: Five times, and what destinations are they?

00:01:53
Speaker 3.6: Mostly cities trips.

00:01:56
Speaker 1: Yes so within Europe it often is.

00:02:01
Speaker 3.6: Yes.

00:01:59
Speaker 1: A Do you often travel by plane or by car then?

00:02:07
Speaker 3.6: Mostly by plane.

00:02:10
Speaker 1: Of five times you go on vacation, how often do you go by plane?

00:02:13
Speaker 3.6: Four.

00:02:14
Speaker 1: Four times and then one with the car.

00:02:16
Speaker 3.6: Yes for example yes.

00:02:19
Speaker 1: Totally clear. Then in terms of purchases like clothing and furnishings, so non food items can also be gadget, technology that kind of thing. Do you then have the largely the time, the feeling that you can buy what you would like at that time?

00:02:37
Speaker 3.6: Yes but for some things that I really want I am willing to save up.

00:02:43
Speaker 1: Okay, but then generally so then either you have to save up for it, or you can buy it. What kind of things do you buy the most besides food.

Coding Density
Social norms
Emotions
Shame
Purchsing factors
sustainability
Pride
Materialism
Non sustainable behaviour
unhygenic
Furniture
valuebale purchases
Second hand furniture
Sustainability Behaviour
trends
clothing
Impusilive purchasing
Product price

00:02:56
Speaker 3.6: Just thinking, surely in house accessories, like candles, pillows, lights for nothing that kind of thing.

00:03:09
Speaker 1: And then if you're going to buy something, what kind of factors influence where you're at when you buy something.

00:03:19
Speaker 3.6: Design is very important to me, it doesn't have to be expensive, but it has to look a little bit still exclusive.

00:03:26
Speaker 1: Yes.

00:03:29
Speaker 3.6: The price, of course, I pay attention too.

00:03:33
Speaker 1: And can you tell me of a purchase that you made, doesn't necessarily have to be very recent or not right away, something very expensive. It can be but doesn't have to be that very appreciative?

00:03:44
Speaker 3.6: Just after, oh yeah, a light by my bed. For a long time I just did it with candles and I have spotlights in my room but I didn't really have a good reading patch.

00:03:57
Speaker 1: Yes, and where did you buy that one?

00:04:00
Speaker 3.6: At IKEA.

00:04:02
Speaker 1: Nice very yes. And when you bought it, wat did you feel then or whatever emotion say prevailed at that time.

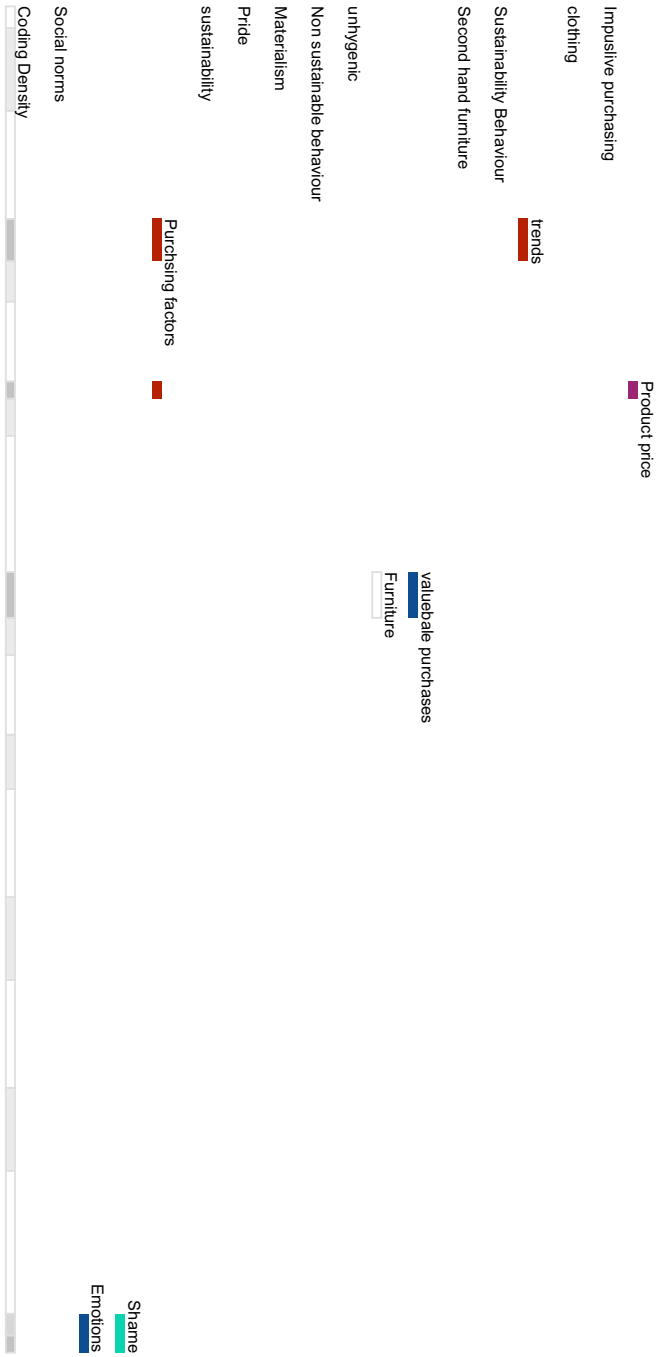
00:04:15
Speaker 3.6: I was thinking more something like finally. That was something I was putting off for me because I don't think it's important. But yeah it it's chill when you have it anyway.

00:04:23
Speaker 1: And at the time, what was it a spontaneous purchase that you came across or had you actually done any research on it?

00:04:31
Speaker 3.6: Well it was spontaneous that I was there, but then I'm not going to buy the first one I see. Then you go and see which one I like best.

00:04:39
Speaker 1: Yes, that well imagine in the future there would be a situation where you or where it's in the norm or where you make the decision to yourself to consume less. And so then for example you would not while you need such a lamp would want, you would not be able to buy it. Would that embarrass you? Or how would you feel about that?

00:05:06
Speaker 3.6: Well I would indeed not like it.



00:05:08
Speaker 1: No.

00:05:10
Speaker 3.6: I would, what that's obviously not something I would want to go and save for, I just don't think it's important enough for that. It's not an expensive purchase either so if you couldn't afford that for whatever reason that would be a real shame.

00:05:26
Speaker 1: Yeah, and imagine, you would have a bedlight, but you'd like to just get a new one, but for reasons like sustainability, that's not really the norm. How would you feel about that?

00:05:43
Speaker 3.6: Is that sustainability imposed or is that just something I want to do myself.

00:05:48
Speaker 1: In both the scenarios, how would you feel if it's say the just imposed on you.

00:05:53
Speaker 3.6: If it is imposed on me I would be worse off than I am assuming for myself that I do not find it sustainable.

00:05:58
Speaker 1: Yes, do you ever find yourself thinking of well, I just want to consume a little less?

00:06:09
Speaker 3.6: No I'm not into it but I also don't consume very much anyway.

00:06:12
Speaker 1: No, okay, so that's kind of your lifestyle already.

00:06:16
Speaker 3.6: Yes well.

00:06:18
Speaker 1: At least that it's not like you're buying very much per se, so that you think that difference would not be very big, although I would consume less then, you're actually doing that already.

00:06:29
Speaker 3.6: Yes it would be something, but not such a big deal.

00:06:30
Speaker 1: Yes, no and ehm continuing then with furniture, but also equipment for in your house do you ever buy second hand furniture?

00:06:42
Speaker 3.6: No, but I wouldn't mind doing that. But I don't buy it so far, haven't needed it.

00:06:50
Speaker 1: But who for in the future would be open to?

00:06:53
Speaker 3.6: Yes, please.

00:06:53
Speaker 1: Yes, and clothing?

00:06:56
Speaker 3.6: No, not that.

00:06:57
Speaker 1: No, why not?

00:07:00
Speaker 3.6: And then I'm kind of the same way with used linen doed on your bed or a used mattress. That's still too intimate no matter how often you wash it. It's still not nice, not nice and fresh.

00:07:14
Speaker 1: No, so you would, you're less open to that. Do you sell like your own clothes or your own furniture?

00:07:22
Speaker 3.6: No, neither should I do more.

00:07:26
Speaker 1: So what do you do, for example, with kening that you don't wear anymore?

00:07:32
Speaker 3.6: Either I really throw it away if it just really can't be done anymore, or it just stays just my closet or I throw it in one of those bins for people who need it.

00:07:45
Speaker 1: And furniture?

00:07:49
Speaker 3.6: Yes those are usually really broken.

00:07:49
Speaker 1: Yes, those should just go in the trash then.

00:07:51
Speaker 3.6: Yes.

00:07:51
Speaker 1: Yes, but you say you would actually like to sell in the future.

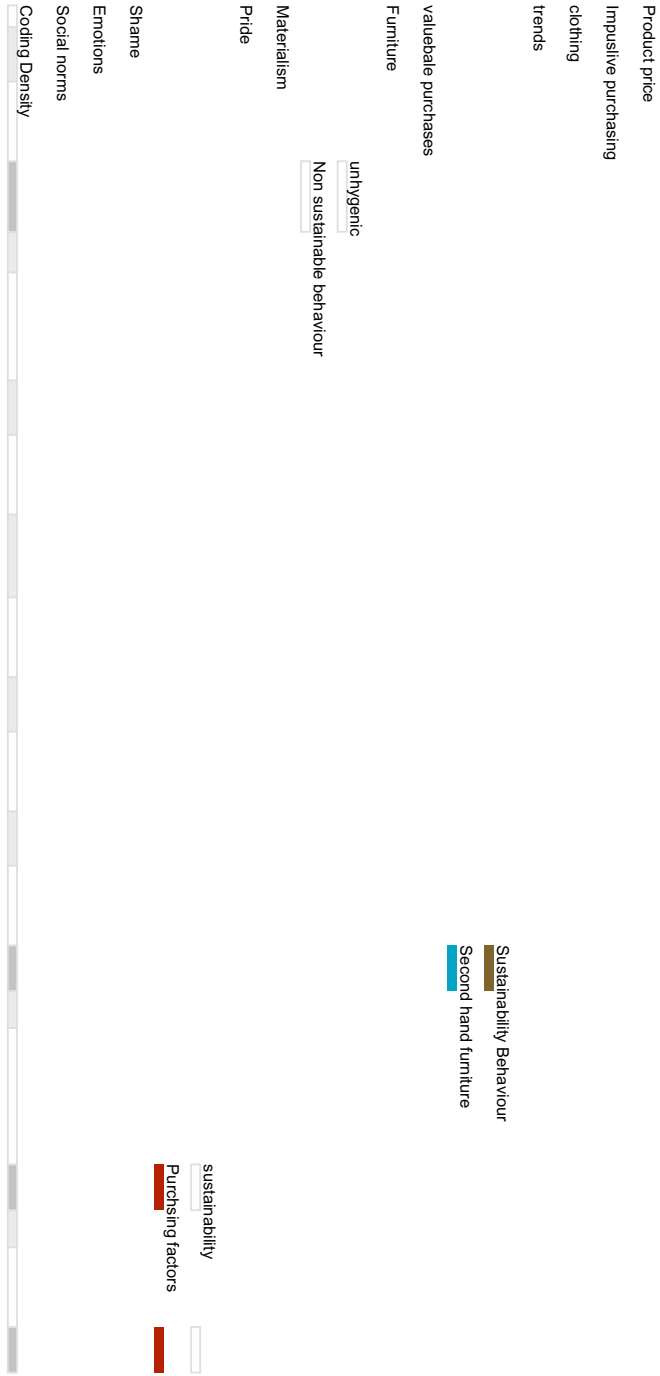
00:07:57
Speaker 3.6: Also yes, buy and sell. If you really needed it, also the money, it's a waste and you can give something a second life yes why not.

00:08:10
Speaker 1: And imagine for a moment apart from second-hand furniture and equipment, and that you would look more at sustainable sets is energy on recycled material and less on how fashionable it is. How would you feel about that?

00:08:31
Speaker 3.6: I think, I think if sustainability gets the upper hand. I think the upper hand should actually go hand in hand. I don't think sustainability necessarily has to be ugly.

00:08:45
Speaker 1: No.

00:08:46
Speaker 3.6: Or come up with a way so that it's attractive for everyone to go sustainable and not just for the goat woolly sock geeks



00:08:56
Speaker 1: Yeah, that there's going to be a little bit of a middle ground there, I understand. And now imagine, because you often have with equipment that there is an energy label. How would you feel if that was also done for furniture, for example.

00:09:13
Speaker 3.6: Ooh only good.

00:09:14
Speaker 1: That there is some more information available about it, so to speak.

00:09:17
Speaker 3.6: Yes.

00:09:19
Speaker 1: Would that influence your purchase do you think?

00:09:23
Speaker 3.6: Yes, maybe so, I think so. Of course, it also depends on the price and quality ratio. But if it says so and it's a difference of three euros, then I would go for durable.

00:09:35
Speaker 1: Then yes. Yes looked at vacation is and you said you then about four times a year then go by plane. Are you a fan of going on vacation by car for example in the Netherlands?

00:09:52
Speaker 3.6: No.

00:09:54
Speaker 1: No, why not?

00:09:57
Speaker 3.6: I like other cultures anyway. I think the Netherlands is a very beautiful country but I am also inclined to see more of the world. And I think the Netherlands is just too small.

00:10:11
Speaker 1: Yeah, it just doesn't really pull you in then.

00:10:15
Speaker 3.6: No.

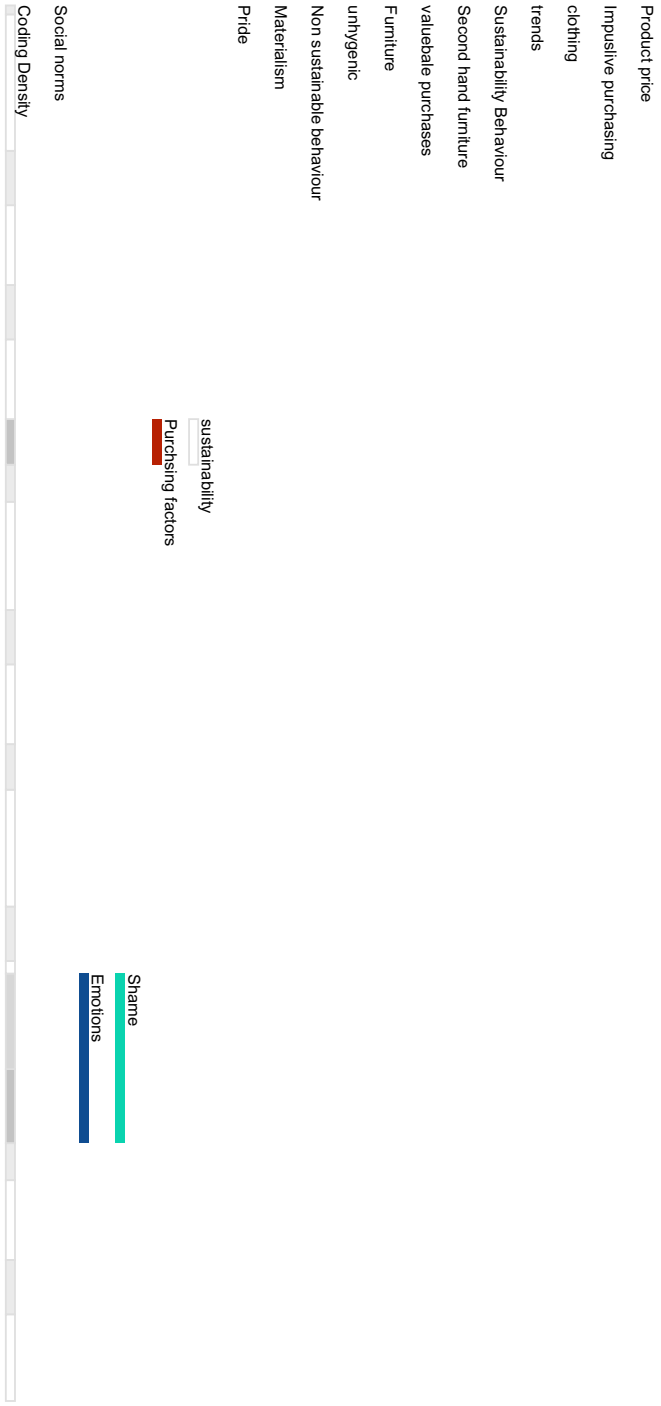
00:10:17
Speaker 1: And would it be embarrassing, if for sustainability reasons, for example, you didn't make vere vacation, but went on vacation somewhere by car?

00:10:29
Speaker 3.6: No because I would then consider that my own choices. So I wouldn't look at it as embarrassing. And I think in terms of cost, I don't think it matters either because Dutch is quite an expensive country to go on vacation.

00:10:42
Speaker 1: So you would not mind that towards your friends, for example?

00:10:46
Speaker 3.6: Oh no I don't.

00:00:02
Speaker 1: And and have you ever had a purchase that you were almost ashamed of, that you had bought it because you came home you thought I already have 30 of these, or this is really a total miscalculation.



00:00:16
Speaker 3.6: Yes, I think just with clothing. That happened, less so with interior design but with clothing it did.

00:00:27
Speaker 1: What factors influence, say do you think you would buy something like that anyway?

00:00:33
Speaker 3.6: I because you think you need it, and you might want some new stuff again.

00:00:37
Speaker 1: Yes.

00:00:41
Speaker 3.6: And then it can be very similar to what you have but it's still different at that time.

00:00:45
Speaker 1: So that that moment you indeed think so you need then. But you can't really give an example, but do you think it so suppose you come home tomorrow with something like that you think. Well, okay, here's my sixth white shirt. Would that influence your purchase decision in the future or would you quickly forget again and it would repeat itself.

00:01:09
Speaker 3.6: No, it would affect me.

00:01:13
Speaker 1: That next time you think about it a little more.

00:01:16
Speaker 3.6: Yes.

00:01:21
Speaker 1: Okay and suppose you have something new, for example, suppose you would buy a car, do you have a need, because to show it to people or to have with others about it?

00:01:34
Speaker 3.6: Maybe so but maybe right before that you ask of well do you think that's good car too. So with that. Because if you've bought then not necessarily.

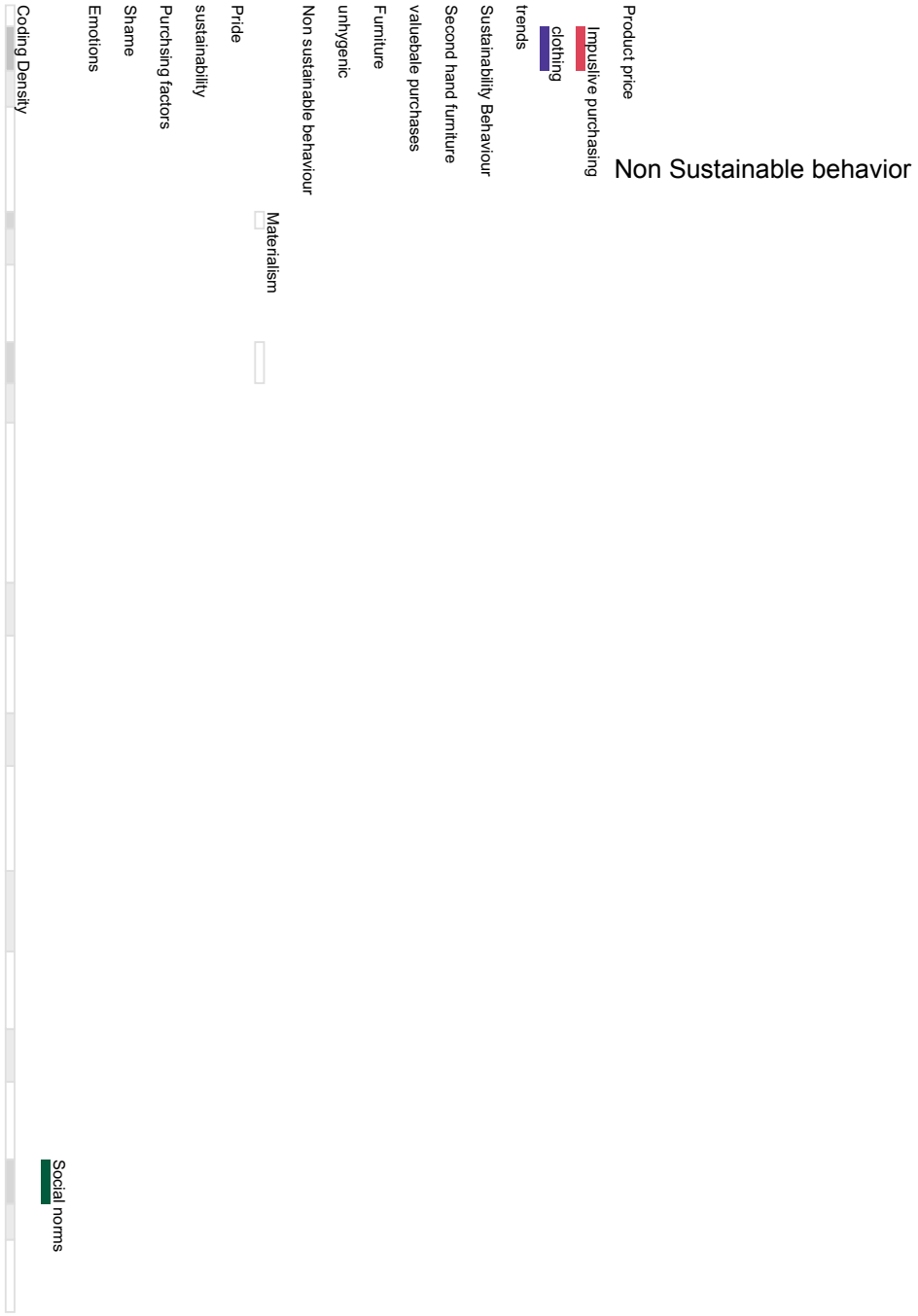
00:01:45
Speaker 1: Are you someone who is quick to share new purchases with others?

00:01:49
Speaker 3.6: Yes, yes.

00:01:53
Speaker 1: And is there a reason for that?

00:01:57
Speaker 3.6: Maybe to hear the opinion of other people of, oh do you think it looks nice when it's clothes or do you think I bought nice things too, like that.

00:02:06
Speaker 1: Yes, and then if someone, for example, didn't like something very much, would that affect when you go to buy something again?



00:02:17
Speaker 3.6: With clothing maybe rather than with utensils, or other accessories or something.

00:02:21
Speaker 1: Yes, and why?

00:02:25
Speaker 3.6: Because I think of yes, that with things like that so with a candle or things like that yes, I think it's beautiful so buzz. But with clothing maybe also just value other people's opinions in it more.

00:02:40
Speaker 1: Yes, okay, and would you make your purchases or do you ever compare your purchases with those of well one of your roommate friends?

00:02:51
Speaker 3.6: No, not really.

00:02:53
Speaker 1: No.

00:02:54
Speaker 3.6: No.

00:02:56
Speaker 1: Why not?

00:02:57
Speaker 3.6: Well because I, because everybody's stuff always has a very different taste-one also has a little bit more to spend than the other, and so that's why you all, so I live with three others, and those two both have very different lives.

00:03:11
Speaker 1: Yes, and you say then maybe someone else has a little bit more to spend, but that would make you, that wouldn't make you feel bad?

00:03:18
Speaker 3.6: No.

00:03:19
Speaker 1: No, but how would you feel if other people very much did compare their purchases with yours?

00:03:30
Speaker 3.6: Of that you have to there too, I think then that comes from a kind of certain insecurity of someone else. Unless of course someone really wants to hear my opinion. But if someone is bragging or things like that, yes I don't in my environment anyway, but then I think of yes, if it's very nice then I say oh what fun and the person keeps going on about it. After all, the person is apparently very proud of and things like that yes, good for someone, but I do not care.

00:03:55
Speaker 1: Would it influence your purchasing decisions?

00:03:58
Speaker 3.6: No. No.

00:04:01
Speaker 1: No and have you ever felt the need to buy something because of your environment? So well for example, everyone has the latest Nikes. So you also need the latest Nikes.

00:04:17
Speaker 3.6: And and thinking no, I'm not prone to either. I think I spend my ,that I spend my money on experiences so not so much things from other, that other usually have too. For example, if someone goes on vacation somewhere, I would like to go with them. But if I can't have the money that would be a shame.

00:04:42
Speaker 1: Yes, so more my experience on things with material things.

00:04:48
Speaker 3.6: Yes.

00:04:48
Speaker 1: Yes, have you ever noticed in others around you, for example, that they felt a kind of pressure to buy things because of their environment or could also be that you have seen such things in the past.

00:04:59
Speaker 3.6: Yes, makes, yes, I do notice that. But women always have more there anyway, are more sensitive to it than men I think no, but yes in my environment they are.

00:05:11
Speaker 1: And then what do you notice for example when you are, with women then when you notice that. What do you see then or what do you experience then.

00:05:17
Speaker 3.6: The insecurity that make women insecure with of oh: yes, I have that and those things of oh yes, I want that too so the grass is always greener with the other. While sometimes you have to look at what I actually have and how I stand in life and indeed, someone has a little more to spend. Or someone who has less to spend, but of course you automatically look at the person who has more than you.

00:05:37
Speaker 1: Yeah, sure, then you do see it, yeah and do you see that doing that still happening in your area?

00:05:46
Speaker 3.6: Yes, a lot less, think as people get older, the less that is present.

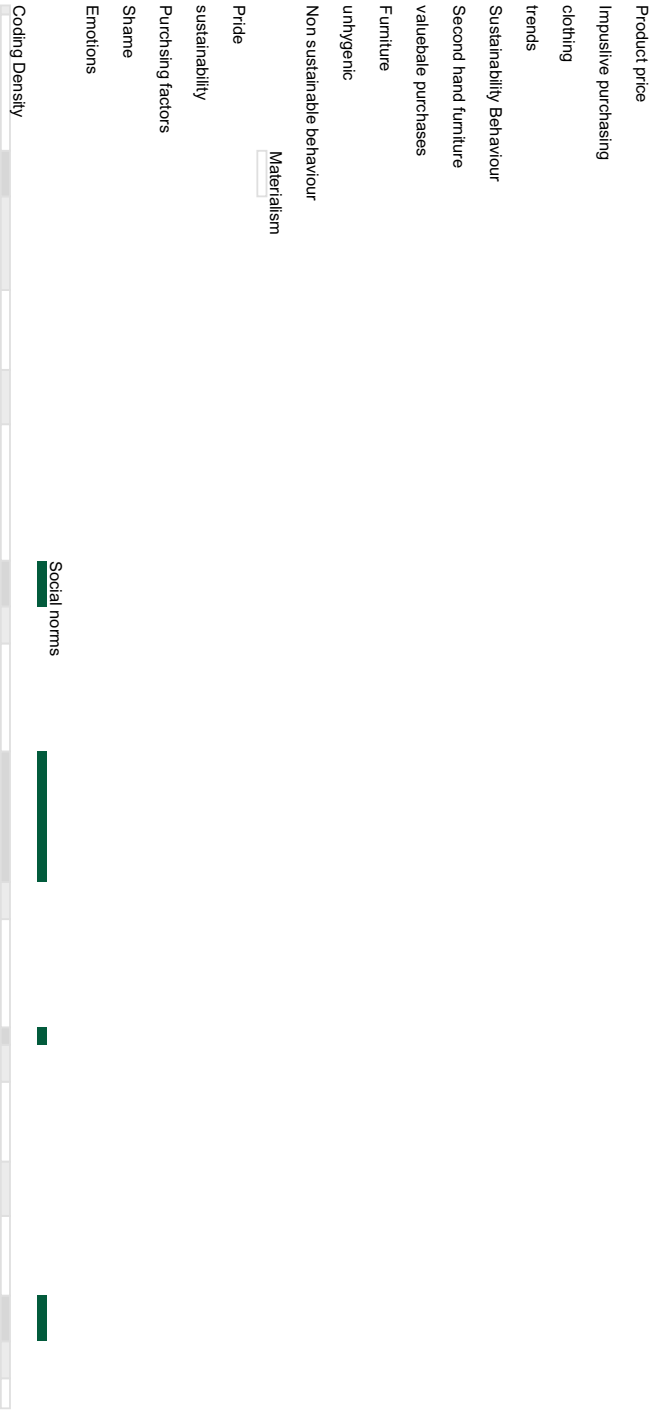
00:05:58
Speaker 1: Yes. So then bit to do with age.

00:06:00
Speaker 3.6: To be made yes.

00:06:01
Speaker 1: And why do you think you used to experience that? You think about, so.

00:06:06
Speaker 3.6: Think that you are insecure and less firm in your ways and that you are comparing yourself to others all the time. That that diminishes a little bit as you get older.

00:06:19
Speaker 1: Yes, okay, well that makes sense.

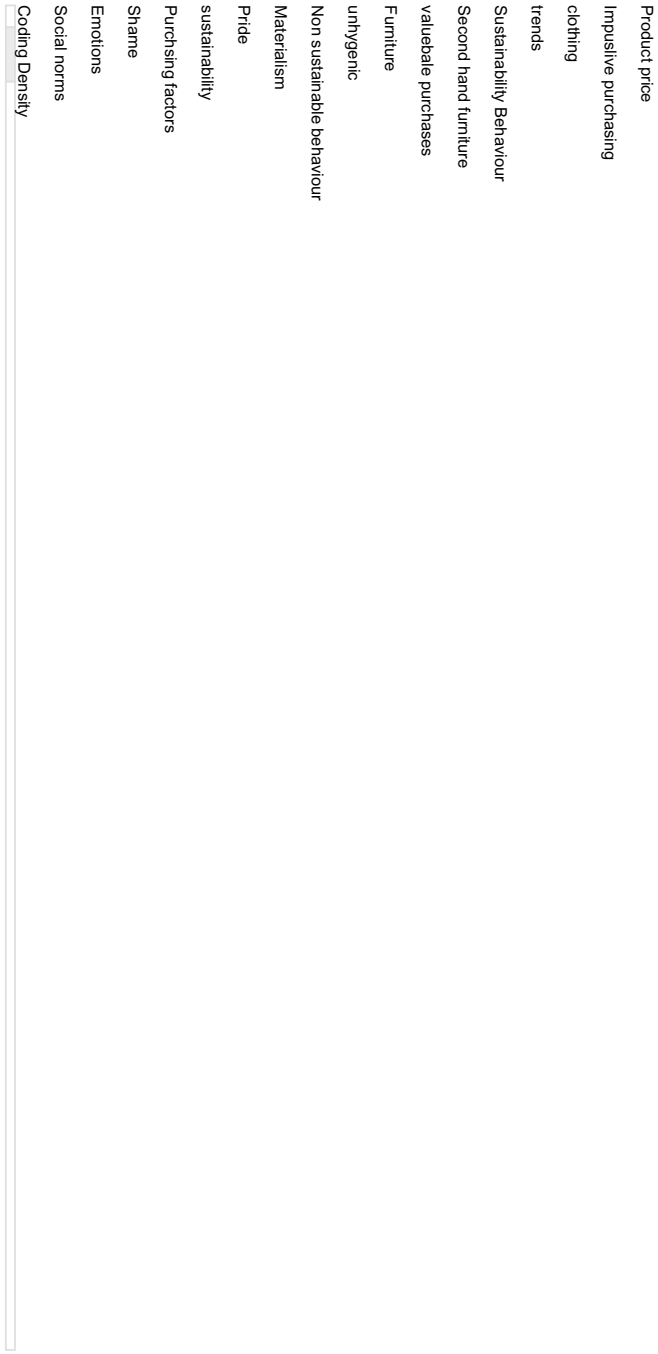


00:06:22

Speaker 3.6: Mmm.

00:06:27

Speaker 1: That was actually him again that was all the questions.



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Speaker 1: Yes, that does get a little easier than remembering. Indeed, okay, all the way up. Well, the interview consists of eight introductory questions, a little bit about where you live where you work and then the 22 questions are about your purchases what drives you to do that and what you think is important. But if you come up with a story, or an experience or something or please tell it because that can really only help to have as much information as possible of course. But we'll just start with the somewhat introductory questions. Where do you live?

00:00:42
Speaker 3.7: I live in Tilburg.

00:00:42
Speaker 1: And do you live in a house there, or in an apartment?

00:00:50
Speaker 3.7: I live in a residential house.

00:00:54
Speaker 1: In a residential house. Is that a bought house or a rented house.

00:01:03
Speaker 3.7: It's bought.

00:01:03
Speaker 1: Yes. And how many do you live with there?

00:01:04
Speaker 3.7: With two.

00:01:06
Speaker 1: The two of you is, have you wanted der for a long time?

00:01:09
Speaker 3.7: I have lived there for almost 7 years now.

00:01:13
Speaker 1: Oh yes that's been around for a while.

00:01:15
Speaker 3.7: Yes, definitely.

00:01:17
Speaker 1: Is there a specific reason that you moved there at?

00:02:12
Speaker 3.7: I really wanted to, I come from a place close to Tilburg. And then I first went to live in a room in the center of Tilburg. And that was actually a house as well, and now I live just around the corner from there.

00:02:12
Speaker 1: Yes.

00:02:12
Speaker 3.7: And we had to leave that house because the person who owned it was going to live there with his girlfriend. And then we thought, yes, I want something too. And then I was lucky that my father wanted to invest in bricks. And he bought that house and then we, I

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started living there with friends. And at a certain point we also started living together. And then preferably in that house, and when we lived there together we immediately bought it with the two of us. And that was four years ago now.

00:02:20
Speaker 1: Yes, okay, and you guys are totally happy there?

00:02:32
Speaker 3.7: Definitely for sure, it's very close, downtown is at a distance and am still. I need the car a lot for work and am still very close to the ring road. Quickly out of the way so that's totally optimal.

00:02:56
Speaker 1: Yes, I understand, because where do you work?

00:03:03
Speaker 3.7: I work at Wijzeman construction paints That's paint for the professional market. And we sell to wholesalers.

00:03:14
Speaker 1: Okay.

00:03:20
Speaker 3.7: And my job then is I'm technical account manager. And my job is to get clients, home building coperations, municipalities, home owners associations, those kinds of projects. And the subcontractors, so those are painting companies and real estate companies. I have to make them aware of the fact that they are going to use our paint. And naja there by I'm still on the road.

00:04:04
Speaker 1: Yes, well, that's nice too.

00:04:17
Speaker 3.7: Sure, and so my region is North Brabant and Limburg. But me head office is in Zwolle, and I haven't been there for a while.

00:04:18
Speaker 1: No, I get that.

00:04:19
Speaker 3.7: Yes I do that for work.

00:04:19
Speaker 1: Okay totally fun. And looking at vacations how many times a year do you go on vacation on average if you don't count last year of course?

00:04:35
Speaker 3.7: The past year left there then I go, I think three times. A weekend away or four days away that I count then it's maybe four or five times.

00:04:47
Speaker 1: Yes.

00:04:48
Speaker 3.7: But really a full week or two weeks away is two three times.

00:05:06
Speaker 1: And what kind of destinations can I think of?

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00:05:11
Speaker 3.7: A preferably one time skiing anyway.

00:05:13
Speaker 1: Yes.

00:05:18
Speaker 3.7: And yes, then around the Mediterranean so from Portugal, well that's actually already the Atlantic but. Spain but also Italy I like to go to. Actually I don't, don't super like going to France.

00:05:37
Speaker 1: No.

00:05:39
Speaker 3.7: I don't like the people very much.

00:05:40
Speaker 1: No, no, same. I'm not really into France. But do you usually go by car or do you fly.

00:05:47
Speaker 3.7: 50/50. Skiing is by car anyway.

00:05:57
Speaker 1: Yes.

00:06:09
Speaker 3.7: And in the summer, look, I quite want to go to Italy. The furthest I've driven is with my girlfriend together is to Florance. But Rome that's a bit so the border then I'll fly.

00:06:17
Speaker 1: Yes, then you're going to fly.So a little bit, varies a little bit by vacation.

00:06:29
Speaker 3.7: Yes, that anyway. I don't mind driving at all. My job requires me to drive a lot as well.

00:06:37
Speaker 1: Okay.

00:06:38
Speaker 3.7: So that.

00:06:40
Speaker 1: And in terms of purchases like clothing and furnishings and gadgets, yes actually anything but food. Do you feel that if you need something when you go into town that you can buy what you want?

00:06:59
Speaker 3.7: So locally you just mean physically.

00:07:01
Speaker 1: Yes, if you're really or also if you're looking online, and you need some that those options are there to buy that.

00:07:11
Speaker 3.7: Oh yes if you include online then definitely everything. But I also feel I can get everything locally.

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00:07:19
Speaker 1: Yes, exactly. And what kind of things do you buy the most say. But what kind of things are they clothes or fixtures or?

00:07:28
Speaker 3.7: The most as in, quanitative?

00:07:40
Speaker 1: Yes just what you buy most often, and then besides food and groceries and of course.

00:07:46
Speaker 3.7: Most often. Yes I think actually presents.

00:07:55
Speaker 1: Presents, yes, that's what you buy the most.

00:08:11
Speaker 3.7: Well yes well if you. Look I do buy a lot but not very much, I don't buy 10 game games or so you understand. There might be money going to it.

00:08:16
Speaker 1: But looked at in a year what then, what do you buy the most?

00:08:21
Speaker 3.7: Then anyway clothes of course.

00:08:30
Speaker 3.7: Clothing, a little bit of clothing, a little bit of gifts, so to speak.

00:08:36
Speaker 3.7: Yes and gifts are often, wishes but that can also become food.

00:08:44
Speaker 1: Yes, and if you're going to buy something, let's say we stick to clothes for a moment. What factors influence when you go to buy something or what do you look at, what do you think is important?

00:09:01
Speaker 3.7: Naja anyway style. And of course price.

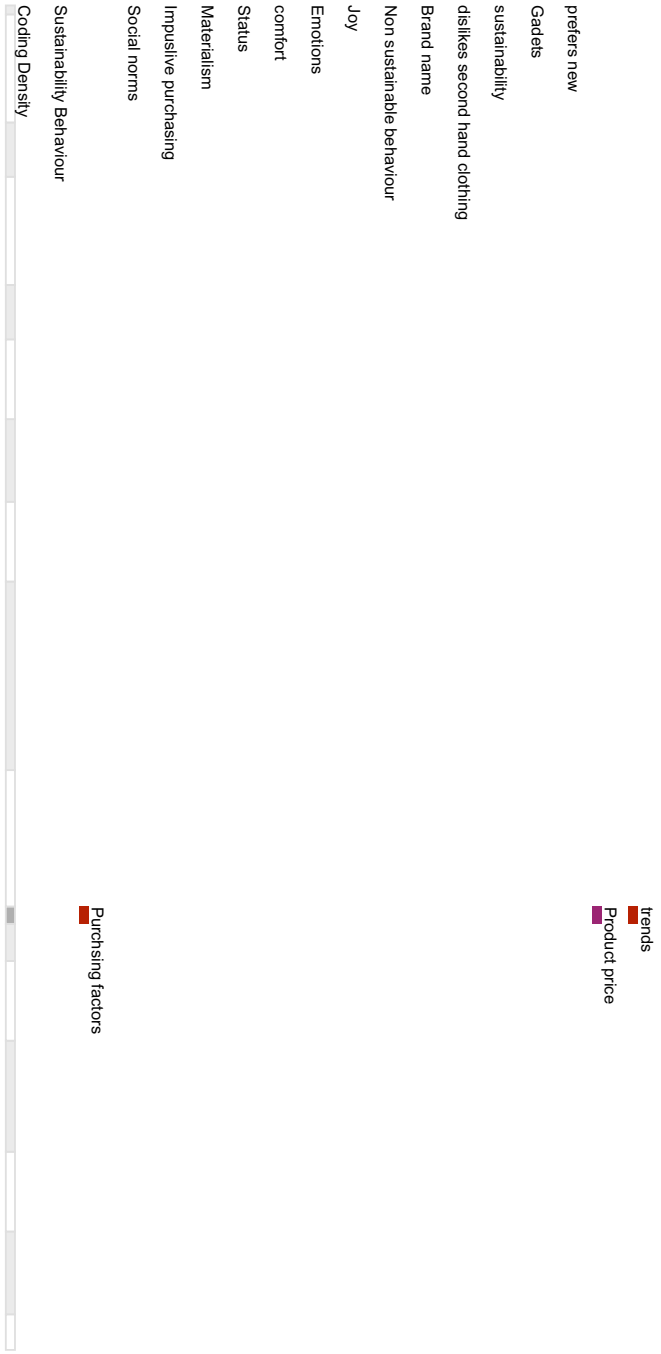
00:09:08
Speaker 1: And the price yes. And why do you think those two are the most important?

00:09:14
Speaker 3.7: Style, clothing of course how you want to dress yourself and how you want to present yourself. And with my work, I'm pretty much with people, or I interact with people pretty much.

00:09:27
Speaker 1: Yes.

00:09:27
Speaker 3.7: Ideally I'd like to visit them but of course that's a bit difficult now. But then I'm very concerned with how I'm dressed.

00:09:41
Speaker 1: Yes, you want to present yourself well, indeed.



00:09:44
Speaker 3.7: And then I do have to say that that is during the week.

00:09:49
Speaker 1: On the weekends a little less.

00:09:56
Speaker 3.7: Well look at a party on the weekend, I'm not going to be at my Easter best. But I will make sure I look decent. But I can also be like, slouchy all day shall we say yes.

00:10:09
Speaker 1: Yes, exactly yes. Okay, And then can you tell me about a purchase that you've made that you really appreciate? You don't necessarily have to be something expensive right away, or something recent is just kind of the first thing that comes to mind when you think of a valuable purchase.

00:10:31
Speaker 3.7: Well, I happened to buy yesterday, two new pairs of pants. And I'm very loyal to one brand and one store at that.

00:10:44
Speaker 1: Yes.

00:10:50
Speaker 3.7: And then I even went to. So I kind of broke the Corona rules.

00:10:56
Speaker 1: And what store, what brand is that?

00:11:03
Speaker 3.7: Pierre Cardin and store is De Gunst Mode store in Tilburg.

00:11:10
Speaker 1: Okay, and then when you go there and you buy those new pants, what kind of emotions or what do you feel? When you walk out of that store and you have those two new pants in your hand.

00:11:20
Speaker 3.7: Then I think ah well I can cope again for a while.

00:11:27
Speaker 1: So happy with it.

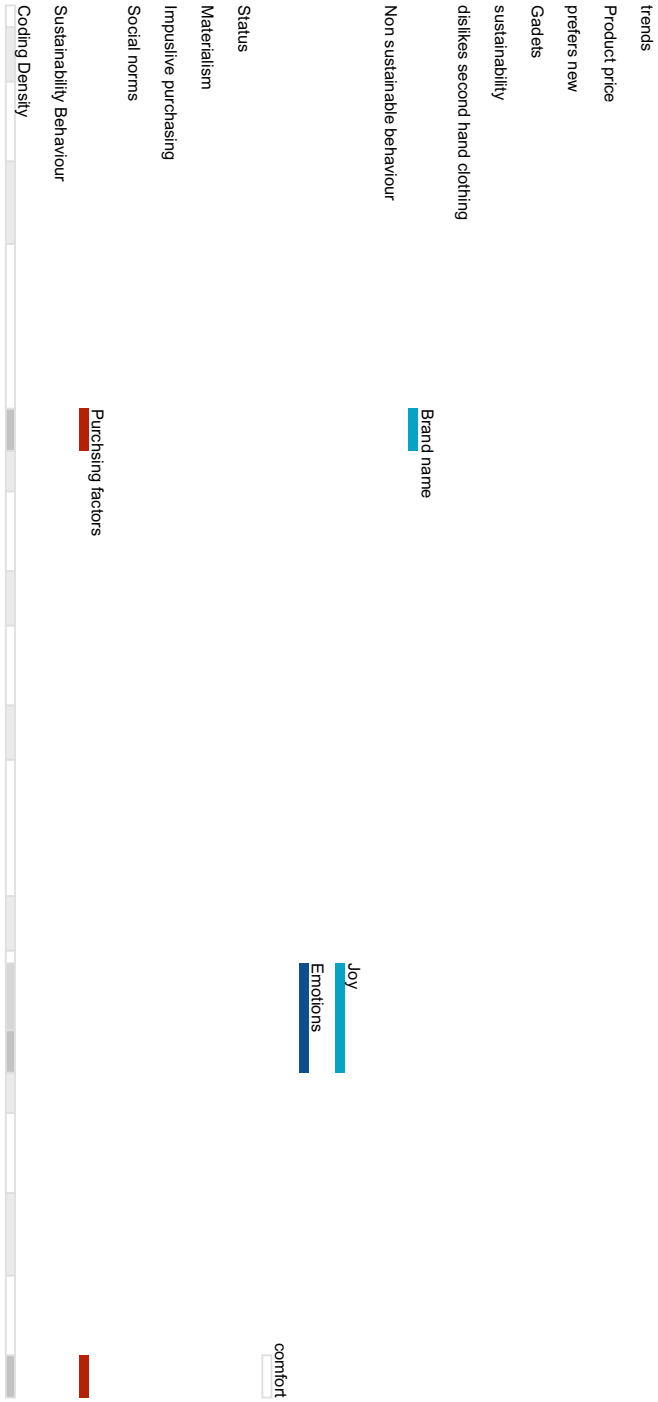
00:11:31
Speaker 3.7: Yes but if I think then also we is also again a smack of money, but the conviction is I need it and I think these are the most comfortable.

00:11:44
Speaker 1: Yes, so you know, you have some use for it.

00:11:47
Speaker 3.7: Yes and it takes quite a long time. I have my new pants on today then yes and I thought this morning, oh nice.

00:12:01
Speaker 1: Yes so you are really happy with it then.

00:12:09
Speaker 3.7: Yes because I am, I should also say I pay attention to style, but definitely pay attention to comfort.



00:12:11
Speaker 1: Yes, that's also really important.

00:12:14
Speaker 3.7: Yes, I, I think designer. Well I'm not the person to make a comparison, Daan looks, I think, very stylish. But I will never be able to do that, oh that doesn't suit me you know what I mean.

00:12:32
Speaker 1: No, exactly but everyone also has a little bit of their own their own style and their own things. That's also not a bad thing at all right.

00:12:38
Speaker 3.7: But I always think with stylish things, not necessarily with Daan. But is it still comfortable? And for me, comfort definitely plays a role. I think those low pants, I think it actually does not look like. But I also think that it is not comfortable at all, you know what I mean.

00:13:03
Speaker 1: Yes I understand what you mean. And so you're saying that you're loyal, especially to that brand.

00:13:10
Speaker 3.7: Yes for pants yes.

00:13:13
Speaker 1: Other things not so?

00:13:20
Speaker 3.7: No but I'm not brand specific either. Shoes I think are different though.

00:13:25
Speaker 1: Okay, then you also have your own brand?

00:13:32
Speaker 3.7: No there I find more fun to spend money on as well.

00:13:35
Speaker 1: Yes, and imagine, in the future there would be a situation where well, where the norm is actually, that we all start consuming a little bit less. So you wouldn't be able to buy your two new pairs of pants, you'd only buy one. How would you feel about that?

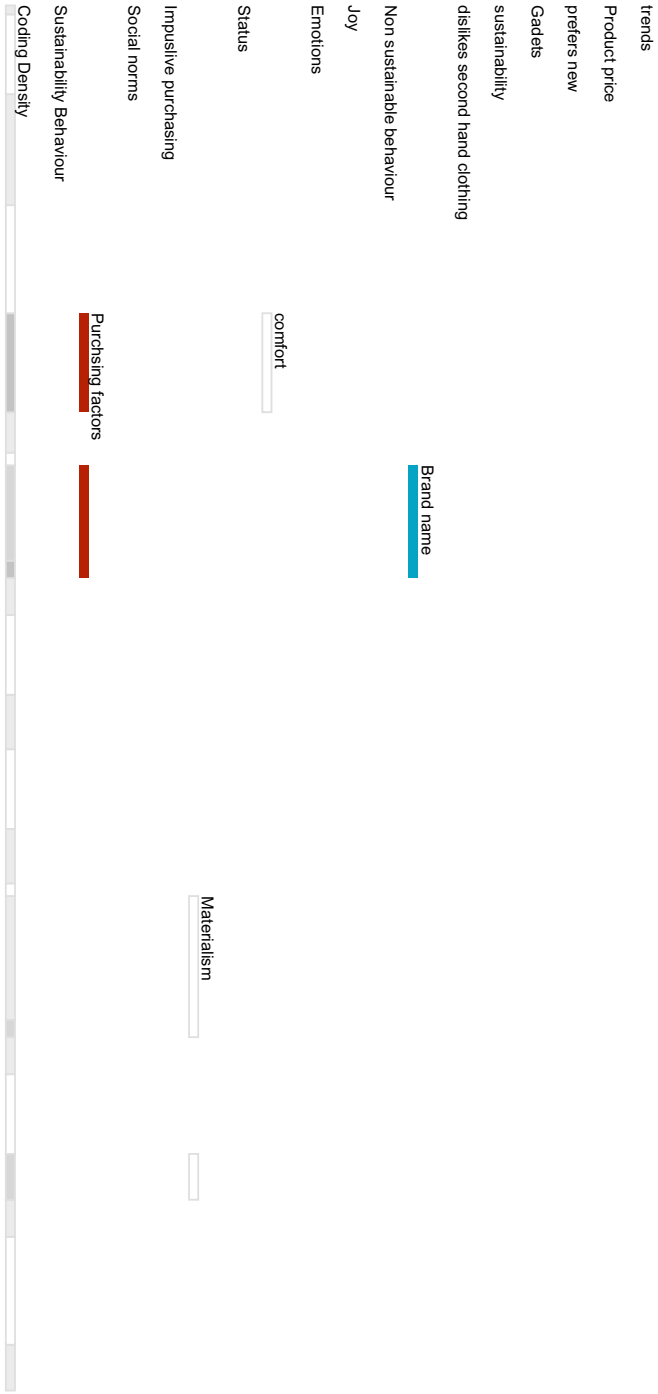
00:13:54
Speaker 3.7: Fine.

00:13:55
Speaker 1: Yes.

00:14:01
Speaker 3.7: Yes I am. I bought two so that I can really take care of myself for a while, you know. I don't really have the urge to buy a new pair of pants for the next six months.

00:14:11
Speaker 1: No, okay, so, generally speaking you actually consume in terms of well at least pants not that much you say.

00:14:22
Speaker 3.7: No, definitely. And I also throw away too little there I still get comments on it sometimes of course. So I have more clothes than my girlfriend.



00:14:32
Speaker 1: No, yes you just do a long time with it. Again that's a good thing right.

00:14:34
Speaker 3.7: Yeah sure, only well next Saturday I'm going to go anyway, now I'm thinking, I really have way too much.

00:14:43
Speaker 1: Yes, and then you're going to join in.

00:14:53
Speaker 3.7: I'm probably going to, I'm not going to sell it. Rather, I'm going to donate it to charity.

00:14:57
Speaker 1: Yes.

00:14:59
Speaker 3.7: Either to the send hand store or maybe to a friend, but yeah, some things are really old too. I don't have those on anymore for a reason.

00:15:05
Speaker 1: No, exactly and why wouldn't you sell it?

00:15:09
Speaker 3.7: Actually for the effort.

00:15:15
Speaker 1: Okay, think you're too much of a hassle.

00:15:24
Speaker 3.7: Yes and I think donating an charity. I think donating money I think that's, because that sticks around. And clothing, you can't pull a sleeve off a sweater and give it to a director.

00:15:37
Speaker 1: No exactly.

00:15:39
Speaker 3.7: Then I'm sure it can go directly, as much as possible to the right people.

00:15:46
Speaker 1: Yes, I understand. Do you ever cook yourself secondhand clothes?

00:16:02
Speaker 3.7: Actually, not often.

00:16:06
Speaker 1: And is there a reason for that?

00:16:10
Speaker 3.7: No.

00:16:12
Speaker 1: No.

00:16:17
Speaker 3.7: I did used to go to a second-hand store quite often for carnival, for example.

00:16:20
Speaker 1: Yes.

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00:16:27
Speaker 3.7: Yes, at some point dressing up also stops a little bit. Yeah, and well I don't want to say that all secondhand clothing that that's carnival clothing. But I don't really look for that. I'm not really on the internet looking for clothes either.

00:16:48
Speaker 1: No.

00:16:49
Speaker 3.7: I often want to then, and do need to give credits to the people around me, occasionally give tips

00:16:54
Speaker 1: Yes. Okay, but you wouldn't, you would be open to it.

00:17:02
Speaker 3.7: Yes well, look I really do realize that everything is washed. But yes there are certain items where I think should we want that second hand.

00:17:09
Speaker 1: Yes, exactly and with furniture?

00:17:16
Speaker 3.7: Oh I think that's, that's, yeah is different anyway. Around your body or in your room.

00:17:23
Speaker 1: Yes, yes, I understand.

00:17:28
Speaker 3.7: And new clothes have their own new touch I think.

00:17:29
Speaker 1: Yes, yes, you find that, that has a different feeling than with furniture.

00:17:34
Speaker 3.7: Yes.

00:17:36
Speaker 1: And well imagine for yourself just separate from used furniture, but you would buy furniture now and equipment and you would look at used. The recycled material it's energy efficient and less based on how fashionable something is. How would you feel about that?

00:17:53
Speaker 3.7: Design furniture you mean?

00:18:05
Speaker 1: Yes if you buy couch or an oven or something, that you look at the sustainable side therefore more than the fashionable side, imagine that would also become the norm. How would you feel about that?

00:18:19
Speaker 3.7: If the standard is sustainable, fine.

00:18:20
Speaker 1: Yes.

00:18:22
Speaker 3.7: I'm not really looking explicitly.

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00:18:30
Speaker 1: No, yes.

00:18:42
Speaker 3.7: But if it is so then yes I do encourage it. That's with my work too, it's often bio-based

00:18:43
Speaker 1: Yes.

00:18:45
Speaker 3.7: And that's good.

00:18:46
Speaker 1: Yes, well something you are working on.

00:18:48
Speaker 3.7: Certainly it is, the market not yet but I and my company are.

00:18:54
Speaker 1: Okay, and then if you look at your vacation, for example, say you'll alternately go by plane then, but you actually think by car is a good solution as well.

00:19:05
Speaker 3.7: I don't think by car is a problem.

00:19:07
Speaker 1: No, so, if that if there were, say, less flying from sustainability reasons, for you, that wouldn't bother you or make you ashamed that you don't go by plane anymore?

00:19:21
Speaker 3.7: No, I even think that airline tickets should be more expensive. I think it's really crazy that you're cheaper in Rome than I am from Tilburg to Amsterdam up and down. Yes seriously, Amsterdam up and down is cheaper. Look in the high season it is slightly different, but if I want a weekend away, I have no children. If I want a weekend away and you go off peak times look what do you pay, 20 or 40 euros?

00:19:47
Speaker 1: Yes. Yeah, it's really super cheap.

00:20:08
Speaker 3.7: Yes and Amsterdam up and down 50 euros.

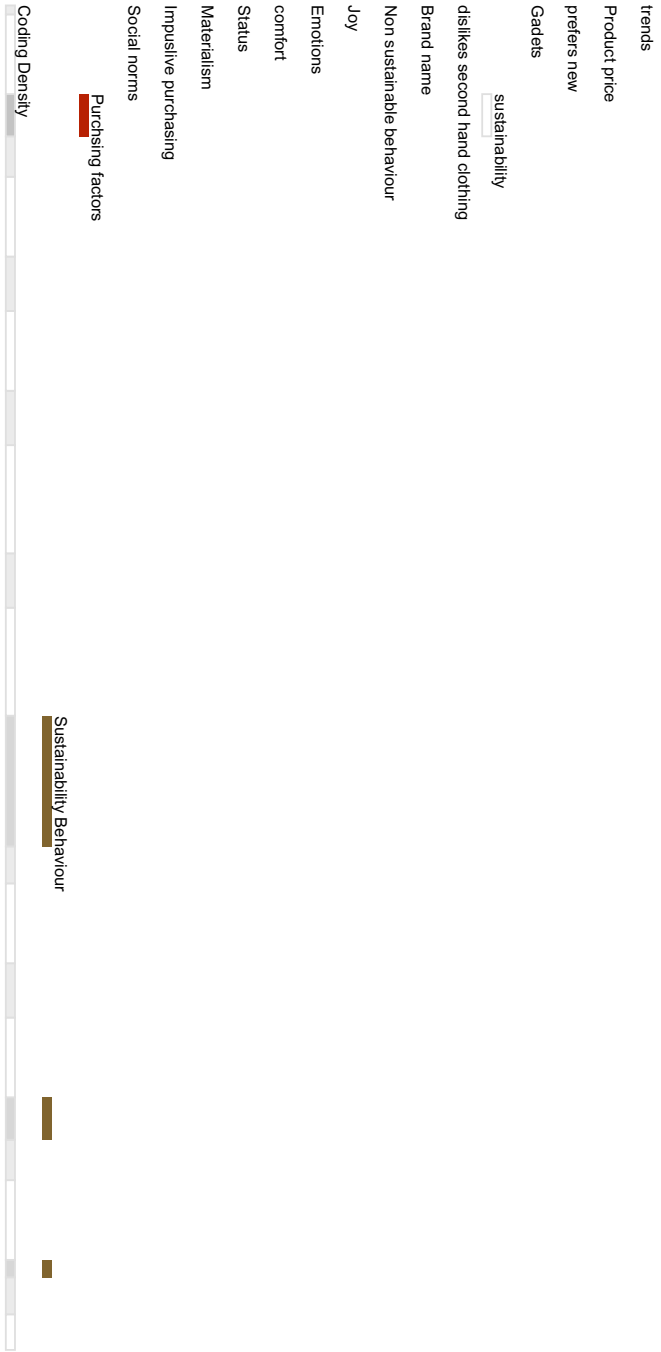
00:20:01
Speaker 1: So you actually think that should really change though?

00:20:17
Speaker 3.7: I'd rather see that a reversal. And then I think 50 euros to fly to Rome is still too little.

00:20:18
Speaker 1: Yes, yes, that it's a little bit more related to the consumption of it.

00:20:26
Speaker 3.7: Well that it becomes more of a luxury product.

00:20:29
Speaker 1: Yeah, okay, I get that. Yeah.



00:20:31
Speaker 3.7: Look if you do it that way, I think about that quite a bit. Yeah, if you start doing it more as a luxury product, then there's still a demand for it, but then it's not for everyone.

00:20:45
Speaker 1: Yes.

00:20:47
Speaker 3.7: See, that's another problem. But then you get a different mind-set and make it special, and also appreciate it more. And with that, if all goes well, you have longer luck shall we say.

00:21:01
Speaker 1: Yes, definitely true, I get that. And further looking at purchases. Are you someone who buys things impulsively, or is quick to miss out,

00:21:14
Speaker 3.7: Yes. Yes.

00:21:14
Speaker 1: What kind of products can I think of?

00:21:18
Speaker 3.7: Surely that's games or something to build with.

00:21:31
Speaker 1: Okay.

00:21:37
Speaker 3.7: And building I mean in the house, chores and stuff. Then I saw something online I still needed certain magnets very thin. So I think oh top found. Turns out now really half a centimeter, while I expect them to be at least three centimeters in size.

00:21:57
Speaker 1: Yes.

00:21:58
Speaker 3.7: So couldn't do anything with it at all. And then so impulsively even that I thought I had found a good price. I paid ten euros for ten of those things, I thought, well, top. Then came another shipment of ten and then I thought.

00:22:08
Speaker 1: Oh yes.

00:22:09
Speaker 3.7: Okay naja I'll do it. But not necessary at all.

00:22:14
Speaker 1: And why, why do you have that you purchase so impulsively is there a reason for that?

00:22:23
Speaker 3.7: Excitement. Or I want to be done with it.

00:22:28
Speaker 1: Okay, and then when something like that happens, does that discourage you from doing something like that again in the next say next month. Or is it actually something that happens regularly?

00:22:37
Speaker 3.7: Well it does discourage the first period, but I'm sure there will be another time. I don't mind at all either.

00:22:47
Speaker 1: Yes a little off and on.

00:22:48
Speaker 3.7: Yeah right.

00:22:50
Speaker 1: Yes and well suppose you have so, if we look again at your pants. So you've bought eem new pants, two new books. Do you then have that you would like to show that to others? You can just do that through a you a conversation or on social media or while on the phone or something.

00:23:12
Speaker 3.7: No. No I'll leave it to maybe, if I let it be known it's face to face. I'm not going to call somebody up for it and I'm not much of a poster either.

00:23:23
Speaker 1: No and suppose you had a new car, would that change the situation?

00:23:34
Speaker 3.7: Still not posting.

00:23:35
Speaker 1: No.

00:23:38
Speaker 3.7: But then I would call from the new car and then say ; do you hear it, yes is from my new car.

00:23:46
Speaker 1: And then why would you share that with people maybe faster?

00:23:58
Speaker 3.7: Yes just a look those are purchases that you don't make every day and yes because I'm also in it a lot.

00:24:07
Speaker 1: Yes.

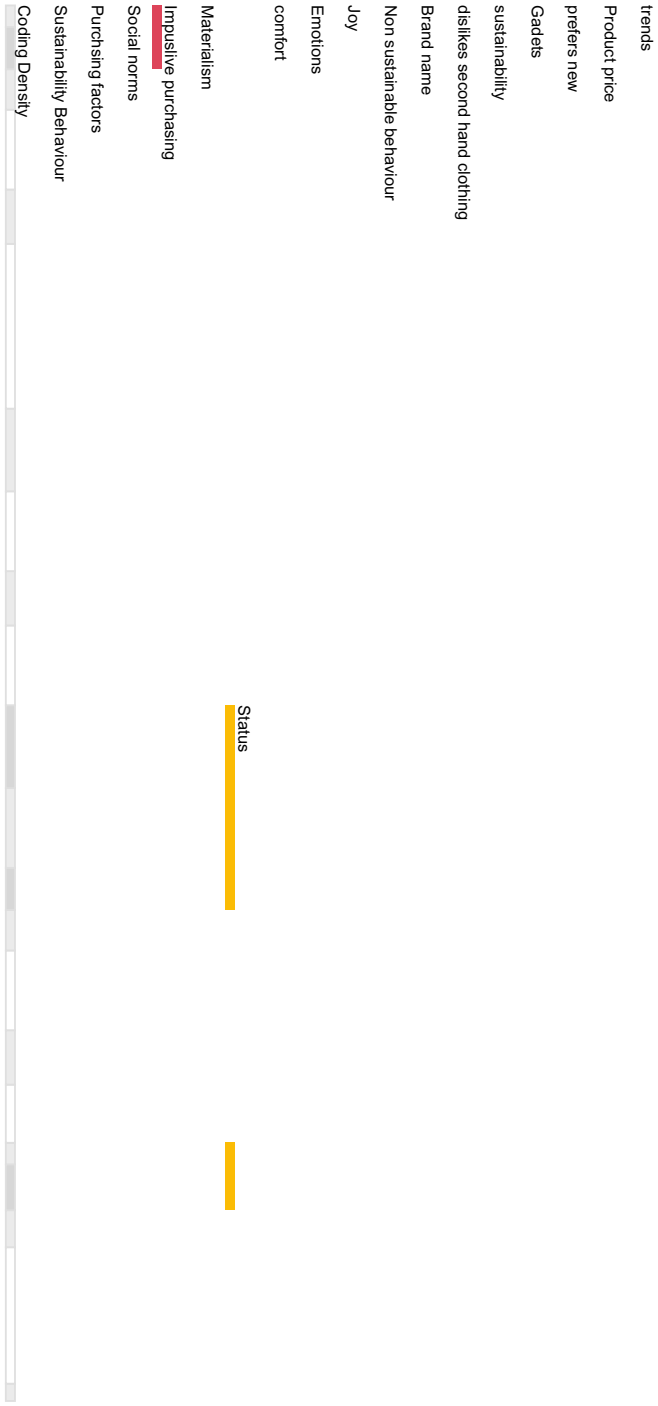
00:24:11
Speaker 3.7: It's actually a riding office you understand so yes I do like to share that.

00:24:18
Speaker 1: Yes, I get that.

00:24:22
Speaker 3.7: And also to provoke a certain reaction, of course. And with pants it's like oh yeah nice, you understand. Then there's more to it.

00:24:24
Speaker 1: Yes, yes, exactly yes, yes, I get that. And do you also sometimes have that when you have then made a new purchase, for example then car that you compare it, maybe with your friends of your family?

00:24:54
Speaker 3.7: More compare style in style but not in price.



00:24:58
Speaker 1: No, and would you have that you, are you quick to be someone who then balks at it if, for example, your best friend's, is prettier?

00:25:07
Speaker 3.7: No no then I am just happy for him.

00:25:12
Speaker 1: Okay, and how would you feel if other people did very much compare their purchases to yours?

00:25:24
Speaker 3.7: Yes, how I would find that I can't find that for them. They find that, I find that annoying for them. Because that jealousy look, you can sometimes look at things of others and think or is nice I would also like. And if that then appears to be out of reach for whatever reason, then that's unfortunate but then I am happy for them.

00:25:48
Speaker 1: Yes, yes, okay.

00:25:54
Speaker 3.7: And if they don't think that way, yes, I think that's a lack, there's not much I can do about it. Yes I can say it buts then they have to express it to me first.

00:26:03
Speaker 1: Yes.

00:26:06
Speaker 3.7: That they are jealous.

00:26:09
Speaker 1: Yes, exactly would it then affect what you buy, if you get through that?

00:26:18
Speaker 3.7: No.

00:26:15
Speaker 1: No it doesn't.

00:26:23
Speaker 3.7: No yes if I buy something then is then I have earned it anyway.

00:26:27
Speaker 1: Yes, no, definitely and to the last question: have you ever felt the need to buy something because of your environment? So for example that everyone then has the latest Iphone and that you then also that you feel, I must have that one too.

00:26:46
Speaker 3.7: No more just as a child actually.

00:26:49
Speaker 1: Yes.

00:26:51
Speaker 3.7: If you're going to make your own money then, I've started to look at it mostly differently, at least yes, some things of course you would like but I'm not a, I don't go into the hypes necessarily.

00:27:05
Speaker 1: No and who said as a kid, you had that a little more.

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00:27:12

Speaker 3.7: Yes definitely. But then you can't already think for yourself. I think everybody thinks like a big group, I think very often.

00:27:17

Speaker 1: Yes, okay, and so now you have that much less.

00:27:23

Speaker 3.7: Yes now I have that less. See of course, the fear of missing out you mean hehe.

00:27:34

Speaker 1: Yes.

00:27:30

Speaker 3.7: No, no I really haven't.

00:27:35

Speaker 1: No, well, no, but fine anyway.

00:27:38

Speaker 3.7: In fact I am almost, I am more likely to then go against it. If everyone chooses blue I choose red, and vice versa.

00:27:49

Speaker 1: Yes.

00:27:54

Speaker 3.7: I like to do things differently.

00:27:56

Speaker 1: Okay, well, that's actually only fun then anyway.

00:27:59

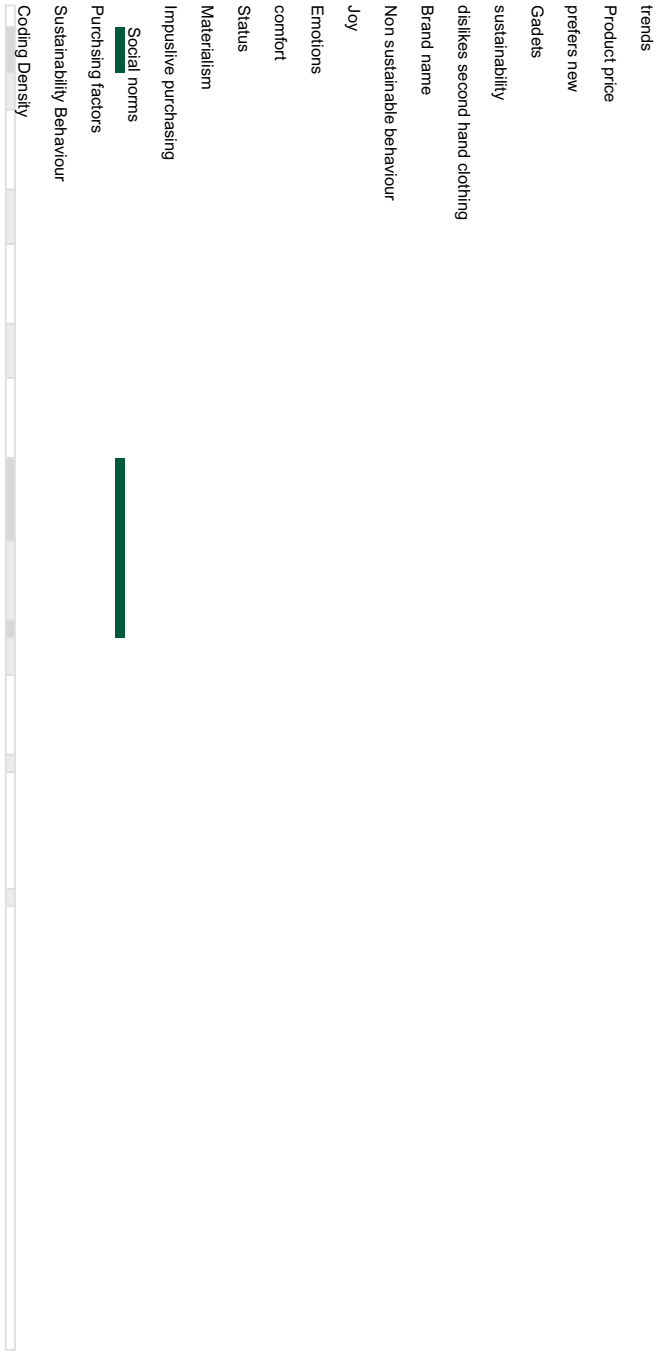
Speaker 3.7: Yes. And then sharing experience.

00:28:09

Speaker 1: Yes. That was actually all the questions again.

00:28:13

Speaker 3.7: Well nice.



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Speaker 1: It starts with eight introductory questions, that's where it starts, a little bit about where you live where you work and so on. And then there's 22 questions about your purchases compared to your surroundings, what drives you to make certain purchases and then what you're about. But if you come up with something or experience or a story then please tell it and as honestly as possible, that can only help.

00:00:25
Speaker 3.8: Yes is absolutely right.

00:00:27
Speaker 1: Okay, if I record it?

00:00:30
Speaker 3.8: Yes. No problem.

00:00:30
Speaker 1: All right, well, then I'll start with where do you live.

00:00:35
Speaker 3.8: I'm from Amersfoort that's where I was born and raised.

00:00:40
Speaker 1: And that's where you work?

00:00:44
Speaker 3.8: I work at a spot BSO as a pedagogical coach, So my job is actually to guide the employees, towards even better functioning and it yes guaranteeing the pedagogical quality so writing policy and raining fringe issues regarding social domain, referring children who are having difficulties and things like that.

00:01:07
Speaker 1: Okay, have you been doing that for a long time?

00:01:11
Speaker 3.8: I graduated in 2017, so yeah, almost over four years, I did take six months off in between but yeah, I'm going into my fourth year now, so.

00:01:22
Speaker 1: Okay so you like it?

00:01:23
Speaker 3.8: Yes, absolutely yes, it's very diverse to every day is different than at one time you have to write an official warning. The other time you have a conversation with a family at the table that is pulling at home or they are having a hard time with their child. But other times it is also an observation that you have or a coach conversation with a staff member so very diverse. That's what makes it fun.

00:01:43
Speaker 1: Yes, I understand that indeed you are nice to be busy and have a little bit of that variety every day.

00:01:48
Speaker 3.8: Yes, absolutely.

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00:01:51
Speaker 1: And you said you're from Amersfoort and you still live there.

00:01:54
Speaker 3.8: Yes. I moved since the summer really with downtown and before that I lived, I don't know if you know Amersfoort, but in a neighborhood really just outside the city, a 15 minute bike ride so yeah totally familiar here.

00:02:08
Speaker 1: And do you live in a house or an apartment now?

00:02:11
Speaker 3.8: An apartment on my own, with no roommates.

00:02:16
Speaker 1: Then you bought that?

00:02:17
Speaker 3.8: No, I'm renting that.

00:02:19
Speaker 1: And so you say you moved a little bit more downtown there.

00:02:22
Speaker 3.8: Yes.

00:02:22
Speaker 1: Because you thought that was chiller?

00:02:29
Speaker 3.8: Yes. Now that was a preference and actually this house came my way when I wasn't really looking, but it was a godsend that I thought, yeah, for as a first start I'm never going to get this but. So let me get it done.

00:02:41
Speaker 1: And completely satisfied?

00:02:42
Speaker 3.8: Yes, absolutely, it's really wonderful to have your own place, and just go on from there with yes, with the expansion of your life. That sounds a little crazy. I don't know how old you are?

00:02:53
Speaker 1: I'm 21.

00:02:55
Speaker 3.8: I'm 26 and at some point you get to that, point, your life that you then think okay, is this it. You know, you've completed everything, a nice job, nice friends and then you go on to build your life, but then you don't have, like what you have to do now, a thesis or things like that. Then it's just yes your daily routine just but well you're not there yet by a long shot so you still have to enjoy it, you know.

00:03:18
Speaker 1: Definitely no, that's all right. But it's also nice that every year or every phase of your life has something very nice off something special, I think, precisely because it's so different every time.

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00:03:29
Speaker 3.8: Absolutely, so geneit still only of this time, because when soon goes towards the late 20s, then it's very different there. The hangovers are going to be nasty I can tell you.

00:03:40
Speaker 1: Well in terms of purchases, so anything non food so clothing, furnishings, gadgets, and so on. Do you feel like most of the time, if you say, go into town or need something for a little while that you can buy whatever you want?

00:04:04
Speaker 3.8: Yes, I can buy whatever I want, but I make a very conscious choice about whether I really need this. Especially since I live on my own and have to bear all the fixed costs myself, I can't just say that, but buy those 100 euro shoes every week. What was possible two years ago, is no longer possible if you make it really a consideration in do I really need this now? Yes, okay, then I buy it. Or can I wait with that?

00:04:30
Speaker 1: So you do think very carefully before making such a purchase.

00:04:34
Speaker 3.8: Yes. I have to.

00:04:35
Speaker 1: And what kind of things do you think you buy the most besides food then?

00:04:44
Speaker 3.8: Yeah, stuff for the house, personal care is also really, new hair products or tights that are broken. Things like that also really necessary. Yes and I have my house so say when I moved, six months ago, then I bought everything new and I just did that in stages. So now every now and then it's like, oh, oh, this is nice to add, but it's all finished. And so the things I buy, personal care, I think most of my money goes to. Occasionally decoration for the house and gifts also yes, you think I can buy that but if you have four birthdays then it is quite an expensive month again.

00:05:27
Speaker 1: Yes, definitely.

00:05:28
Speaker 3.8: Yes that.

00:05:31
Speaker 1: And then when you go to buy something, for example, for your house. What are factors that then influence your purchase, what do you pay attention to?

00:05:42
Speaker 3.8: Yes, first of all whether it fits in my house of course and whether I really want it then. That's a great example though. I have a dry bouquet on my table. First I had just peacock feathers, I have, say, green chairs in my house, and then I had these peacock feathers in a vase. Well it looked really nice, and then, after a few months I thought no, I really want a nice piece and buying flowers every week is quite expensive. Then I started looking, well, what, what options do you have? So then I ended up with a dry bouquet, but that was 65 euros, I thought, yes.

00:06:15
Speaker 1: Not cheap either.

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Speaker 3.8: No, but eventually I did and then it's standing here now for two three months, then I think yes, I'm very happy with it anyway, because it's timeless and I don't have to replace it. Yes, so, it's practical and it really complements the interior. I also call it an interior piece, not a dry bouquet.

00:06:36

Speaker 1: Yes a kind of art.

00:06:38

Speaker 3.8: Yes, yes so that's what I actually pay attention to. Whether it's sustainable is nice. But yes, if I like something I just want it whether it's sustainable or not. But I really make the consideration, do I really need this? Is it really, yes, is it necessary, but basically I have already bought everything. So for everything I can say, no, it's not necessary, but it would be a nice addition.

00:07:04

Speaker 1: Yes exactly. And so you're saying that actually before you make a purchase, before you make it, especially if it's a little bit more expensive, for example those dried flowers then you think about it for a while, but have you also, in periods had that you actually didn't think about it at all and therefore had quite a lot of mispurchases?

00:07:22

Speaker 3.8: Yes, especially when I still lived with my parents and I had a lot more to spend and then I thought, just: oh, this is nice, I can use this. And then I just bought it and then, for example, with dresses or something like that, I thought it was nice and then it just hung on with a card in my closet. I have a lot less of that now, yes, because you just, you have to be good with your money. And one month is better than the next, I must say in all honesty. And I do notice that, for example, now there are clearance sales and so on and then I think: yes, well, I can buy six sweaters for 150 euros. Yes, that's, that's a good deal I just do. While yes, 150 euros is quite a lot of money. But then I think is just a good deal and I just need this. So then I'll also just buy it.

00:08:13

Speaker 1: Yes exactly. So that those say miscues with tickets still attached to them that's kind of a thing of the past.

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Speaker 3.8: Yes, absolutely.

00:08:24

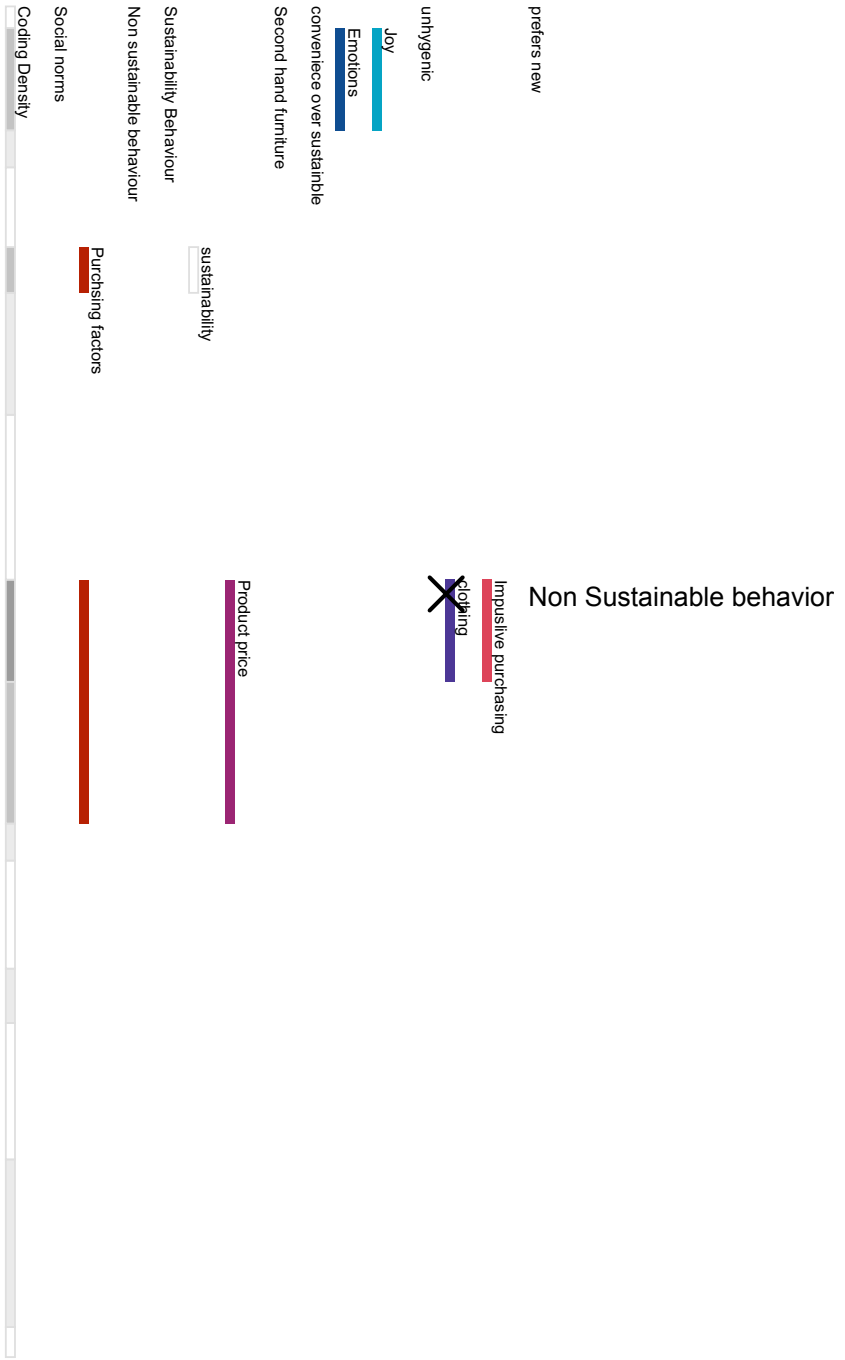
Speaker 1: Now suppose you were placed in a situation where in actually people are all going to consume less and you wouldn't be able to buy those dried flowers, for example. How would you feel about that?

00:08:38

Speaker 3.8: Okay, because then I'll just buy flowers at the store every week. Or I'll leave those peacock feathers. I did the first few months with those peacock feathers, but I just didn't think it was finished. Then I just started doing further research on what I would like and then I ended up with this. So in this form then you have yes, you have of course easier option by just saying I'll take fresh flowers.

00:09:01

Speaker 1: Yes.



00:09:04
Speaker 3.8: Yeah, in other situations I actually know. I don't know if I'm very sensitive to that when other, say in my environment, deal with that differently.

00:09:15
Speaker 1: And imagine, you would even choose to consume less, for example, for a sustainable reasons and so have a lot less, say interior things in your house, those nice frills, say.

00:09:30
Speaker 3.8: Yes.

00:09:30
Speaker 1: To dress it up, and you would have people over, would you be uncomfortable with that if that's what you chose, and so other people come to you?

00:09:43
Speaker 3.8: Well, I think in my personal situation that just doesn't really suit me, so then people would say to me like yes, you've dressed it up nicely. But yes, I do miss something. I think my friends can say that to me. I think I could feel uncomfortable with that too, but yes, if nothing else, it's okay, that you just have a place, and at least have a sofa and a table and chairs. But I have to say honestly, when I say I knew a year ago that I was getting this and then in that year I started collecting everything, because I also just wanted when I was in my house that it was just finished. So I wanted everything to be in its proper place and of course you still need the finishing touch but I didn't mind that, but I want all those picture frames on the wall, but that all went along with the move then. So in that respect I am, I think, sensitive to that.

00:10:42
Speaker 1: Okay, and imagine before or after one in any case: what do you think about, for example, second-hand furniture or second-hand things.

00:10:52
Speaker 3.8: Actually, no problem with that at all. I can also very well imagine that the people who have a little less budget that they then choose that, because I think if you look on Marktplaats for vintage cabinets is or something. You can make things like that really nice if you're creative, then I think there's nothing wrong with that. Personally, I wouldn't be so quick to do that, but I've also had the opportunity to just have a good buffer and be able to buy everything, say, in one good go, but if I hadn't had that, I think that would have been a great option.

00:11:26
Speaker 1: Yes. But then that would be money tied, so to speak.

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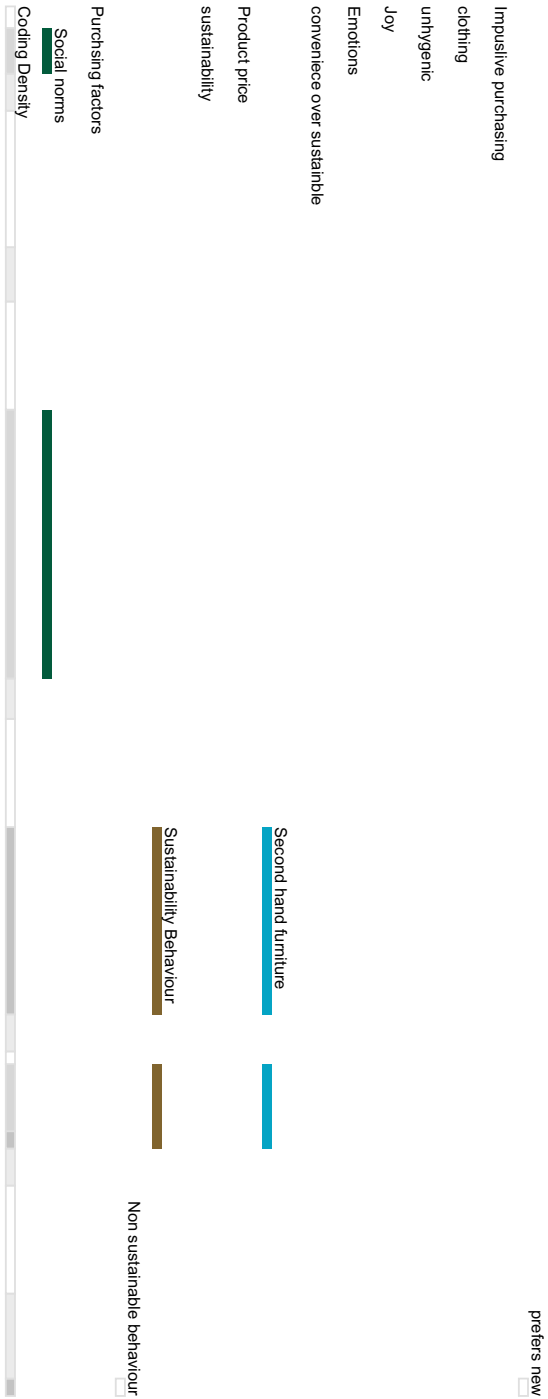
Speaker 3.8: Yes. In my situation, yes.

00:11:34
Speaker 1: And imagine you would buy second-hand clothes from now on instead of new clothes. How would you feel about that?

00:11:43
Speaker 3.8: You know I've never done that on Vinted or anything no. I can imagine though that if you want for example an expensive bag from Louis vuitton that then the step is easier to buy second hand than new, because it just saves a lot of money. And if it's just a new condition why not? Yes, I like it when clothes are just a new and clean. That's kind of the



thing with me. But with gadgets a phone or so I would not mind as much if that was second hand than clothes. As long as it's just say, but in new condition or at least still good for use.

00:12:29
Speaker 1: And how do you think that you then, that you then have an affinity for that rather than clothing?

00:12:35
Speaker 3.8: Yes, I think just in terms of clothing in terms of hygiene, that I then think. I like it better when it comes from the store and no one has worn it and I can wear it myself for a long time. But with bags I think that's another thing, because that is also an object for use but it's not around your body.

00:12:53
Speaker 1: No, exactly. That's more like an accessory then.

00:12:56
Speaker 3.8: Yes exactly.

00:12:58
Speaker 1: And aside from secondhand. You're obviously moving all your new things bought and you think it's especially important that it looks nice in your home. But suppose you were to look less at how fashionable something is and more look has it made use of recycled materials. Is this oven energy efficient? How would you feel about that?

00:13:22
Speaker 3.8: I think it's very clever if people can really take that into account, because I really didn't. No, I just really bought what I liked and if it fit within my budget and if it was sustainable or ecological, then I liked that. But no, I didn't feel much for that.

00:13:41
Speaker 1: No, and do you think that in the future, if you have more information about for example how a sofa is produced, what fabrics are used, um that if one sofa is 50 euros more expensive than another, but is more sustainable. How would that influence your choice?

00:14:05
Speaker 3.8: Yes I think that depends on the budget. Look if you say for 50 euros more I can make sure that my sofa is made somewhere by a good hands and not by children's hands for example. Then I would do that. But if the difference is 500 euros, then I think it's another story. So I think that depends on the budget and what it would cost extra, so to speak.

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Speaker 1: And suppose nothing would cost extra?

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Speaker 3.8: Then I think I would go for that and I think then if we all contribute, that can't hurt. Maa it just has to be realistic and fit within your budget. Yes, I would do that. Then I would want to shape it in a more sustainable way, so to speak.

00:14:55
Speaker 1: Yes, and looked at vacations if you exclude last year for a moment, how often do you think you go on vacation per year?

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Speaker 3.8: Before I left home or now say?

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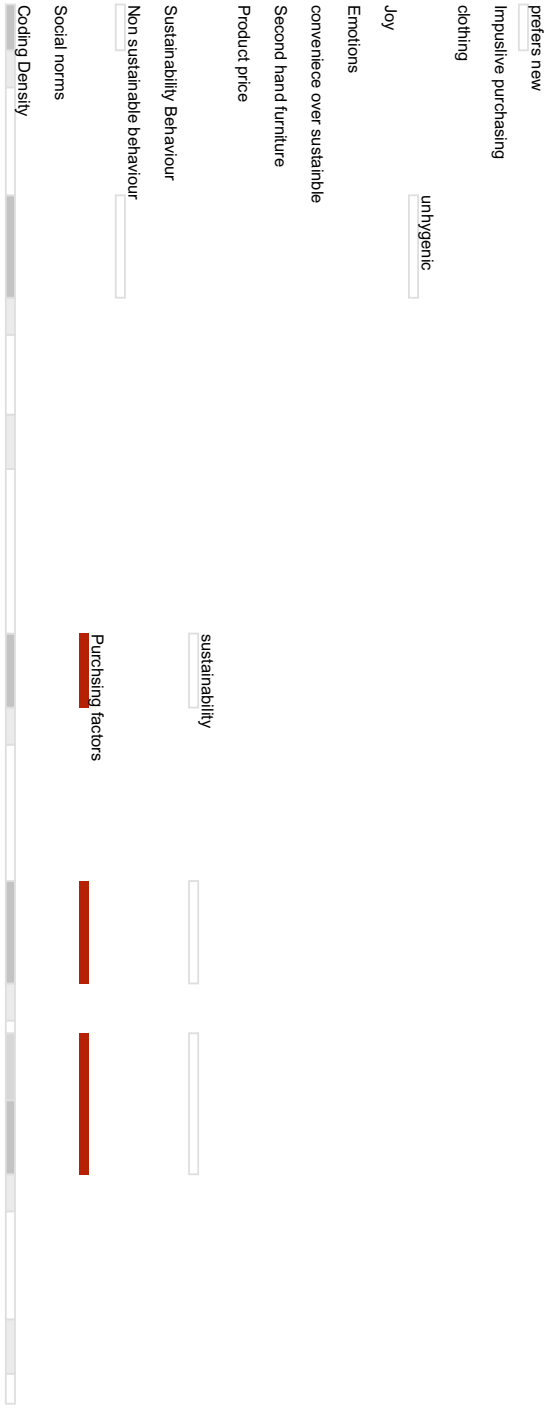
Speaker 1: Well both.



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Speaker 3.8: Well, I think before I said when I was still living with my parents, I really went on vacation five six times a year. I think I did two big trips, really outside of Europe and then city trips. What I did, everything with planes, I didn't pay extra from my budget to donate something sustainable. No. And now I try to do a big vacation actually and another city trip and if I'm lucky I could have a second time a weekend away, but with the plane then huh. But basically it is realistic now, given all the costs that I have one big vacation and just a long weekend away. To Valencia or something like that.

00:15:58

Speaker 1: And you say you do everything by plane.

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Speaker 3.8: Yes, I'm not going to spend 12 hours in the car. Antwerp I think is doable or within Nederkand or that you take the train or something, we did that too sometimes. But I myself now do everything within the Netherlands by car or outside the Netherlands, except when it's just across the border, then by plane.

00:16:21

Speaker 1: Why do you like it better by plane.

00:16:24

Speaker 3.8: I don't like to sit still in the car for a long time and I live car sick easily. And you just have time, you fly into time. If you go to Spain, it really does take you a while. And that can be a lot of fun but if is not for me. I don't have the patience for that.

00:16:43

Speaker 1: Preferably by plane.

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Speaker 3.8: Yes, absolutely.

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Speaker 1: And how do you think the future looks to you given flying and the environment?

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Speaker 3.8: Yeah, I actually just think that they should make a certain tax maybe in airline tickets what is put away extra, say for the environment. That those that emit CO2 and so that that can then be compensated. I think very honestly if we look at the past year, because we all really learned that we all really pollute the world, because yes, everyone flies from hot to cold. Water has become super clear because it all couldn't be so of course that says something.

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Speaker 1: Yes definitely.

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Speaker 3.8: It's also the life that everyone leads and when everything gets back to normal soon and that the CORONA vaccine is injected for everyone say , sorry vaccinated. Then everyone is going to do that again anyway. No one is really going to think that anymore. Oh yes, the water in Venice was so clear, no, you'll see that it's gone within a few weeks or so.

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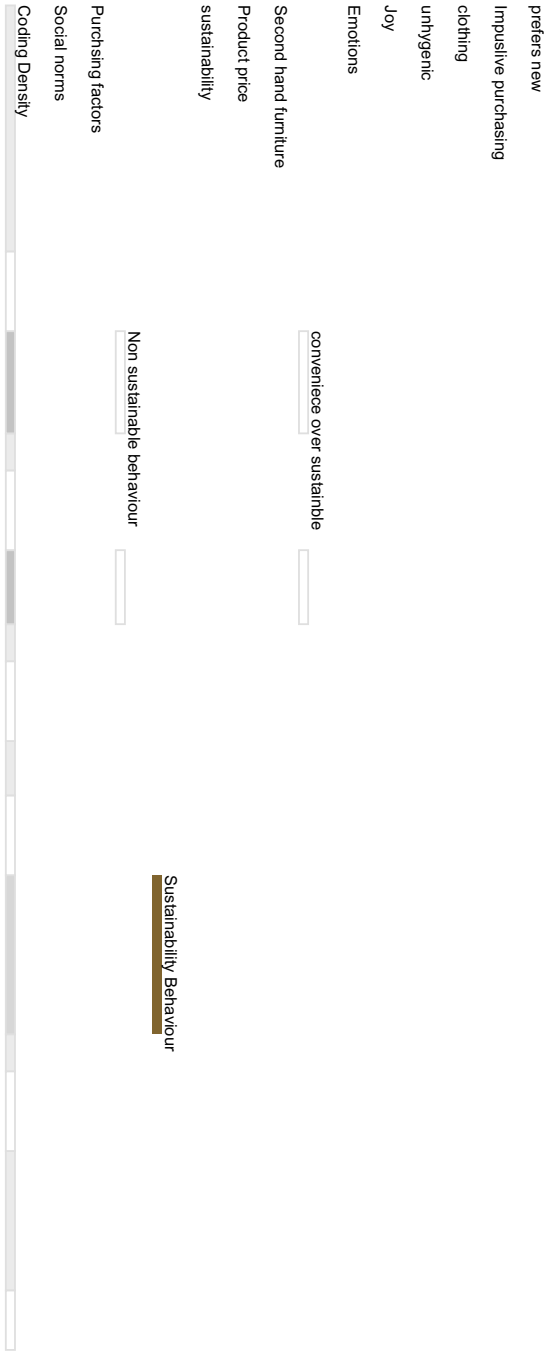
Speaker 1: Yes.



00:17:44
Speaker 3.8: If all the tourism is there again, it will be dirty and filthy. Man is quite selfish in that and so am I.

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Speaker 1: Yes, so you don't see change in that so quickly.

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Speaker 3.8: No, unless unless you're really forced to do something with all of them there. Look the earth is obviously warming up. How fast is that happening?

00:18:05
Speaker 1: Yes.

00:18:06
Speaker 3.8: Look if that's only going to have a real effect in now and 100 years, yeah, we probably won't be around, so that's for the next generation then.

00:18:20
Speaker 1: Just again separate from vacations, but if you've bought something new, so of course you've got all these nice things - is now in your house or suppose you've bought these new sweaters. Do you then have that you like to tell people about or show off?

00:18:37
Speaker 3.8: With certain girlfriends that actually happens by default. If you have a new item that you show on a picture or something like what do you think? Should I keep it? I don't necessarily have to show it off. So if I have a dry bouquet for example, that I post it on Instagram or something like, look, I have a new one now, no, I don't really need that. I'm just happy there, but yes I'm a little less sensitive to that than other people say also give an opinion about it.

00:19:06
Speaker 1: No, exactly then more just to your own girlfriends equally with do you like this a nice dress so something.

00:19:13
Speaker 3.8: Yes, if you have doubts about something for example you send: what do you think about this? Do you think I should keep it, or is it too long or you know, then you get response from even. And then of course you have an opinion. And then if the other one matches your opinion then you can either adjust it or just keep it because yes, whatever comes out. Sometimes, it's nice, but they actually only with a single friend that I really do that. If I do like it then I think just buy it.

00:19:42
Speaker 1: And do you ever find yourself comparing your purchases to someone else's?

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Speaker 3.8: Do you mean in terms of quality then or so?

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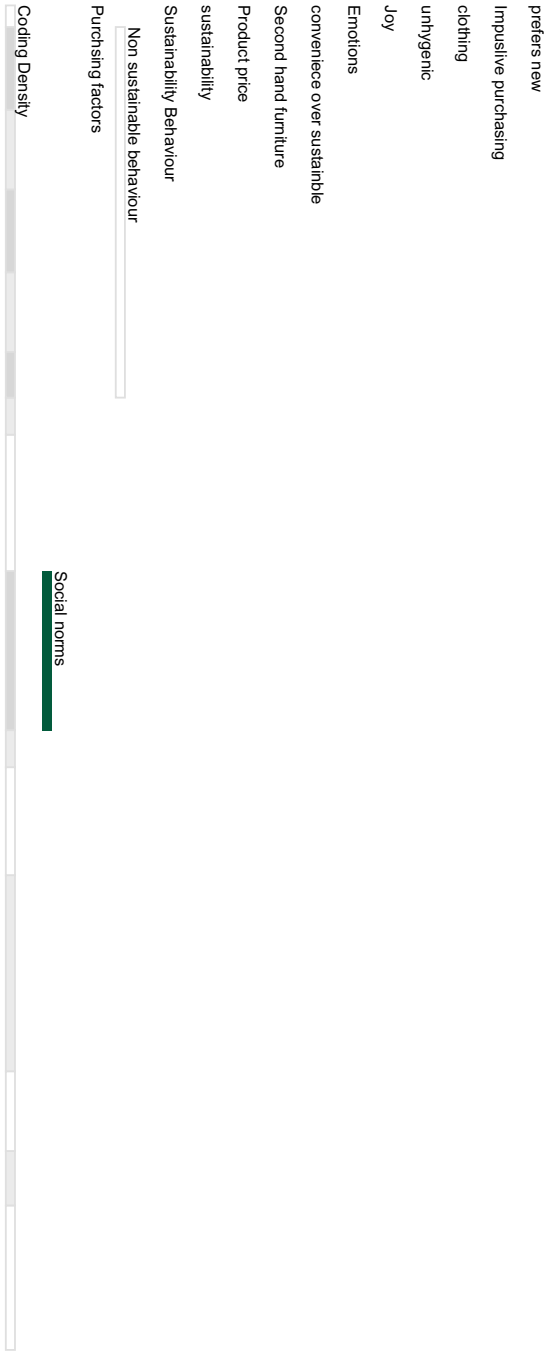
Speaker 1: Or just can say in the positive, that you indeed think of well, I like your dress and I also like mine very much or that you might be a little disappointed that oh she has a really expensive dress from the Bijenkorf, and I have one from Zara that you then start comparing a little in that way



00:20:09
Speaker 3.8: I was more sensitive to that early on. I make with the years that I get a little older. I really talk like an old woman and that's not true at all.

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Speaker 1: No yes that's just your, experience.

00:20:22
Speaker 3.8: Very say when I was your age that I thought it was really important, that my girlfriend also liked my clothes and that when we went out that we actually all went to tune in or a all black dresses on. It's just now that I think yes, I just like it and I just feel like wearing this today. And that's okay, I loosened up a little bit, say in become, and I do compare, is for example stuff with quality of stuff with other. The other day, for example, we had that's kind of funny. For Christmas I had bought a teddy bag. That's always taken from a Guts and Gusto. Well, very nice, but the quality is just less, of course, it's a bag of 25 euros, nice to have with you but not really for your heavy laptop or something but to take to work, that's not possible at all. And then a friend had one at studio Noos I don't know if you know that. Had she also bought a teddy bag and that was of much better quality and it was 30 euros more expensive, I think, but of much better quality. And then I did think to myself it's nice that I just bought it and I just use it when I go out for a little while. But if I was really going to use it for everyday use, then I would so actually, I would have preferred to invest in that bag that she bought because that's just of better quality.

00:21:48
Speaker 1: Yes, exactly,

00:21:50
Speaker 3.8: But then that's not me being dissapointed then, because I I use it for other purposes. Yes, well if I had added 30 euros I might have used it for several things.

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Speaker 1: Yes, exactly so more functional that you would then look at that as well.

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Speaker 3.8: Absolutely.

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Speaker 1: And how would you feel if you found that other people were very much comparing their purchases with yours?

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Speaker 3.8: I find that very irritating. Good example though. I have gold rings on my fingers from Blush

00:22:20
Speaker 1: Oh yes beautiful I know that.

00:22:22
Speaker 3.8: Yes very nice and Blush is not a very cheap brand, but it is a payable brand. And a colleague of mine who had seen it. Who was all lyrical about it and asked where did you get it from. And had some gold rings of a different brand and then she finally, I have, say on my little finger I have a signet ring, and two on my ring inger and one on my index finger. And few weeks after that I came to work and so then she had bought the same ring on the index finger from Blush. Actually her hand was just literally the same as mine and then I did think to myself, I get that you like it, and I only see you here at work, so I don't think it's such a, problem, but you didn't have to copy like that.

00:23:06
Speaker 1: No, yes

00:23:08
Speaker 3.8: Then I was a little bit opposed to it, but I didn't say it, because I just thought yes, when am I really going to see you, but then I did think yes, I get that it's beautiful, because I like it too, but to copy it exactly. I didn't have to.

00:23:22
Speaker 1: Yes I can understand that. So would that affect what you buy in the future or how you show that?

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Speaker 3.8: No because I do buy what I like. Well, maybe I would take it into account if I know someone is so sensitive to that, but not to then show it on purpose like look I have a new ring or something, but just look at certain girlfriends of mine who know how I am and everyone has their own style and tastes. And that's just okay. And they don't adopt that either. So then it's just nice to show them hey I'm proud of this and take a look. But someone who you know, oh, they are sensitive to that, they might take over again. I would just leave it, in the not say, but if she sees, then you can have a chat about it. But I would not say: hey, look, I have new rings again. What do you think of it?

00:24:14
Speaker 1: No, exactly. You would carry it a little less than forward, so to speak.

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Speaker 3.8: Yes but I would still buy it.

00:24:23
Speaker 1: Yes. Okay, and again the last question, have you ever felt the need to buy something because of your environment, so for example everyone has the latest Nike or the latest iPhone and then you feel like oh, I need those too.

00:24:45
Speaker 3.8: Well back in the day, yeah sure. The times with the Uggs then I thought I must have them. And then the bank card went through for 200 euros and I thought, oh what money, but I had to have them because everyone has them. But that has also diminished over the years. Sometimes I do see things around me that I think like really oh yeah practical. For example with Airpods from Apple. Yes, I just have a car kit, so I actually do everything with my bluetooth, but I have friends who have no car kit or bluetooth and they have those earphones in and I find that so smart. And then I think yes I would like those too. But then I think: yes, it's really nonsense, because I use it in a different way. So then you come back to is it functional? And often it is not functional for me, but also nice or handy to have. And then you have to weigh up whether 140 euros for fun and handy to have, is it worth it?

00:25:39
Speaker 1: Yes exactly.

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Speaker 3.8: I'm still not quite sure about that, because I think I'm still going to buy it. But then that's the consideration I make more

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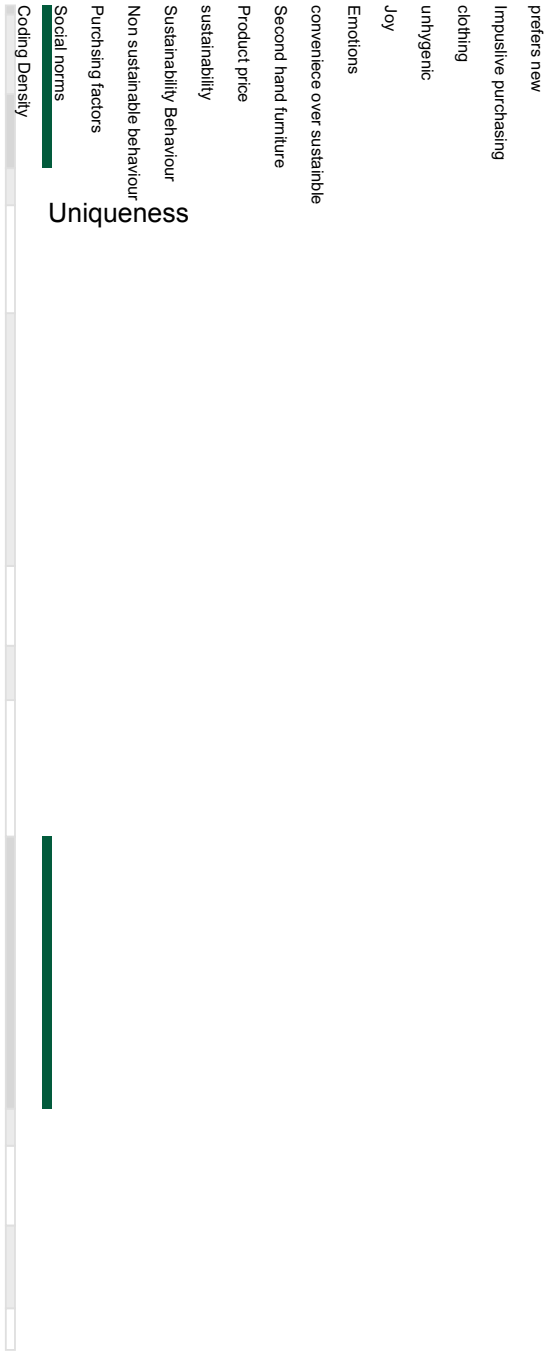
Speaker 1: Yes, exactly.



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Speaker 3.8: That if you feel like I do want it because she has it too and I see a lot of use for it. But does it really fit into my life do I really need it?

00:25:59
Speaker 1: So you do make that consideration first before you think right away okay buy it too.

00:26:05
Speaker 3.8: Yes yes. But in the past it was really different. I also just think when you're younger, you feel a lot more that peer pressure of oh I have to have that actually too, because then I'll belong.

00:26:16
Speaker 1: Yes, exactly, and that experience now much less such a feeling.

00:26:22
Speaker 3.8: Yes, yes.

00:26:22
Speaker 1: Do you still see it in your area?

00:26:25
Speaker 3.8: With some I really do see that. For example, those then come along in my house and I have one friend, and she just moved into her house. And she just bought stuff per month. And when I got my house she said; oh you really finished everything too, you just have everything down to the potato peeler, you really have everything. You know like that. And that she then did, she then also now very much engaged, in the corona time with oh yes, I can change this, can change that. Yes, I can buy this and this right now, because then I can put that right there.

00:26:54
Speaker 1: Yes.

00:26:56
Speaker 3.8: In terms of clothes and stuff yes actually also if the quality is just good that then girlfriends do say for example yes, that's yes. For example from Mac. I had a blush from Mac. And a friend of mine said, yes, yes this is such good quality. I just have to have it. And then we went to the douglas and the bought the whole douglas empty. That happens, but then it's not because I have it, it's more because she sees that it's just beautiful products that are just good.

00:27:26
Speaker 1: Yes exactly. That's not from a pressure, that's more like an advice or something.

00:27:33
Speaker 3.8: Yes.

00:27:34
Speaker 1: Okay, all clear, that was it again.

00:27:40
Speaker 3.8: Well what fun questions too. You did a great job.

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Speaker 1: Do you mind if I record it so you can listen back to it later.

00:00:03
Speaker 3.9: Yes definitely.

00:00:04
Speaker 1: Great well then it actually starts with eight introductory questions: a little bit about where you live and so on. And then it moves on to questions regarding your purchases, what drives you to do that and a little bit about vacations and so on. So yes, tell everything if something comes to mind, a story or an example. Above all, be honest or yes, if you don't understand something indicate, but I think it should be fine.

00:00:35
Speaker 3.9: Seems totally right to me.

00:00:36
Speaker 1: First of all, where do you live?

00:00:40
Speaker 3.9: In Waalwijk.

00:00:41
Speaker 1: And do you live in an apartment or in a house.

00:00:46
Speaker 3.9: Yes, a machenet house so is a little bit in between.

00:00:49
Speaker 1: Just in between and is that rented or bought?

00:00:55
Speaker 3.9: Currently renting, but I did buy a house.

00:00:57
Speaker 1: Okay, so you're going to move soon?

00:00:59
Speaker 3.9: Yes, in June only.

00:01:02
Speaker 1: But within Waalwijk it is.

00:01:05
Speaker 3.9: Yes well within Waalwijk yes.

00:01:05
Speaker 1: And why do you want to move?

00:01:12
Speaker 3.9: Yes because I'm still renting at the moment and I thought it would be wise to buy something anyway.

00:01:16
Speaker 1: Well, super nice. Is it a little bit away from the office?

00:01:21
Speaker 3.9: Yes, well that anyway everything in Waalwijk hear.

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00:01:24
Speaker 1: Yes that's true it's not that big.

00:01:24
Speaker 3.9: So in that respect, you're always in the right place. But other than that, it's in a nice location and so on.

00:01:32
Speaker 1: Nice well, outwardly nice, nice for views.

00:01:35
Speaker 3.9: Yes yes sure, I'm not so wrong now either, but it's still renting.

00:01:44
Speaker 1: No, super nice and then if you find something beautiful, finds indeed or something that comes your way then. Then that's a good opportunity though.

00:01:50
Speaker 3.9: Yes, definitely definitely.

00:01:54
Speaker 1: And in terms of vacation, how many times a year, not counting last year of course, do you go on vacation on average?

00:02:02
Speaker 3.9: Usually one summer vacation though.

00:02:05
Speaker 1: Yes.

00:02:08
Speaker 3.9: Then one time winter sports.

00:02:10
Speaker 1: Yes.

00:02:11
Speaker 3.9: And then also often in between or a long weekend together or a week you know.

00:02:19
Speaker 1: Just for the midweek or so indeed.

00:02:20
Speaker 3.9: Yes, something like that.

00:02:22
Speaker 1: So can we say three times?

00:02:23
Speaker 3.9: Yes, yes.

00:02:25
Speaker 1: And what destinations? You said a winter sport anyway.

00:02:30
Speaker 3.9: Yes, that's usually Austria in that direction then. Other than that, in terms of summer vacations, I do try to go further afield more often.

00:02:40
Speaker 1: Yes.

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00:02:40
Speaker 3.9: So Bali or Mexico or southern Africa.

00:02:45
Speaker 1: Ooh cool.

00:02:47
Speaker 3.9: Yes little bit of those kinds of destinations. And yeah those in-between vacations. That's often Italy or Spain though, that kind of thingy.

00:03:04
Speaker 1: Yes, and how do you usually travel to your vacation destination?

00:03:08
Speaker 3.9: Winter sports though by car and actually the rest all by plane.

00:03:13
Speaker 1: And are you going on vacation alone or with friends or with a friend?

00:03:19
Speaker 3.9: Alternating with friends on vacation as at the time with my girlfriend, distant travels, just not really.

00:03:33
Speaker 1: No. But it changes a little bit.

00:03:35
Speaker 3.9: Yes.

00:03:37
Speaker 1: Okay all right and in terms of purchases, like clothing, furnishing technology so anything but food. Basically you feel like if you're going to buy something or if you need something, that for the most part you can buy that, what you want or what you need at that time.

00:03:59
Speaker 3.9: You mean I can actually find it?

00:04:02
Speaker 1: No, yes, no, more of that you, that the possibility exists to be able to buy it.

00:04:09
Speaker 3.9: Financially yes. Yes and no with a home it is just a little bit different.

00:04:17
Speaker 1: Yes.

00:04:18
Speaker 3.9: But when you look at those kinds of purchases, or with those super-sized a luxury couches or something. Then I think, I could do it but maybe better not. But really everything that goes with that, some things are necessities.

00:04:36
Speaker 1: Yes.

00:04:37
Speaker 3.9: And do need to be done.

00:04:39
Speaker 1: Yes.

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00:04:40
Speaker 3.9: But the rest is really just purely a luxury problem.

00:04:43
Speaker 1: Yes.

00:04:44
Speaker 3.9: And you can do just fine with less.

00:04:46
Speaker 1: Yes. What kind of things do you generally buy the most you think. clothes or furnishings or.

00:04:54
Speaker 3.9: I do think clothing.

00:04:55
Speaker 1: Yes.

00:04:57
Speaker 3.9: And that's especially because I, and also have a rented house so everything I buy now, I think is a bit of a waste or something, because I don't know if I'm going to use it later and I already think that's different with a buy house because then you're going to make different decisions or something.

00:05:17
Speaker 1: Yes, I understand.

00:05:19
Speaker 3.9: And in addition to that actually clothing, mainly.

00:05:21
Speaker 1: Yes, and what do you lie on when you buy something, what kind of factors influence it?

00:05:34
Speaker 3.9: Surely it's just partly through inspiration, that's the had trigger, often.

00:05:39
Speaker 1: Yes.

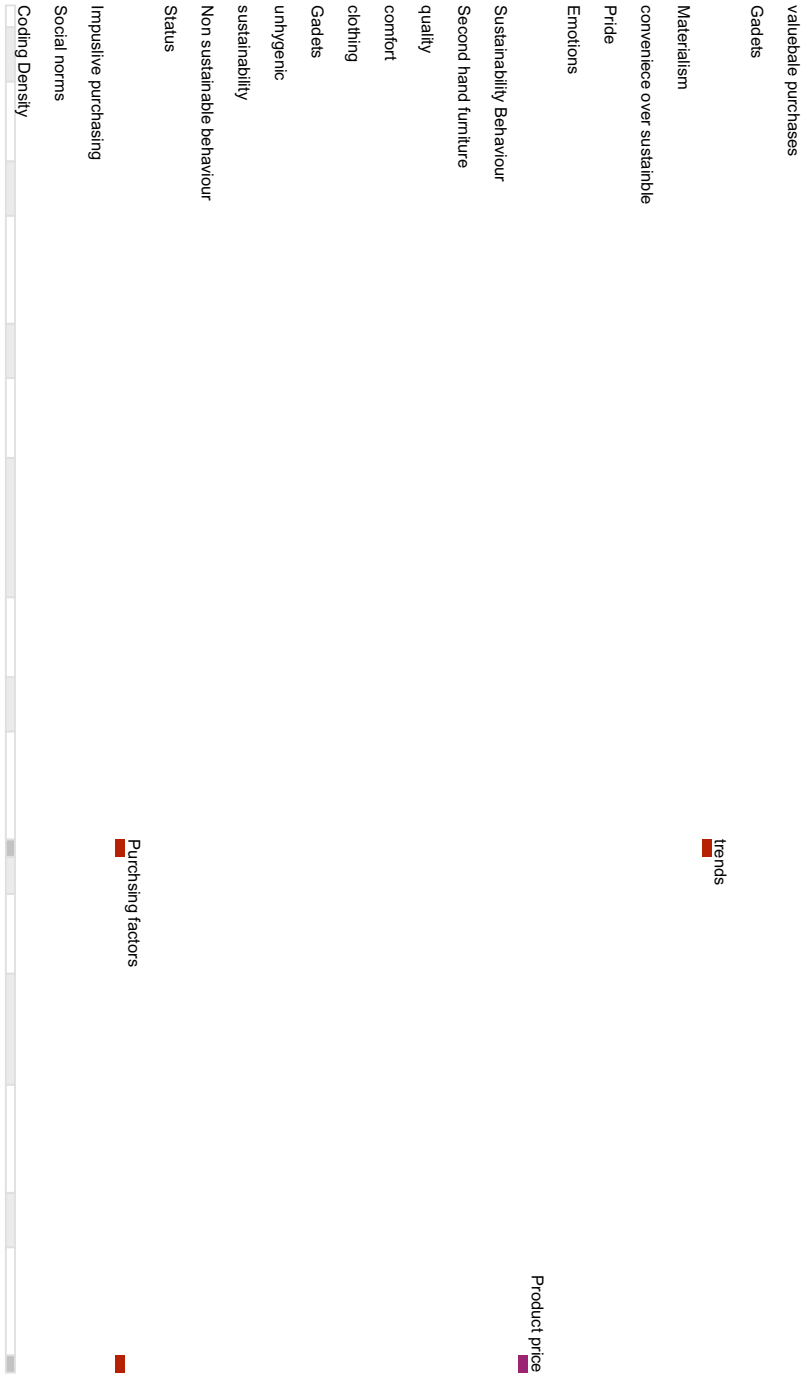
00:05:41
Speaker 3.9: A little less last year, and you can see that. Last year I bought relatively few clothes, also because you might be home more and there's not a festival that kind of thing. So you have less reason to want to buy something or something.

00:06:03
Speaker 1: I understand. Are there any other factors that are important when you're, say, buying clothes, or anything else?

00:06:17
Speaker 3.9: Yes, factors in the sense of

00:06:19
Speaker 1: Yes can be anything, just what you look for when you buy something, can also be the quality on the price or where it's made or a certain brand that appeals to you a lot.

00:06:28
Speaker 3.9: Well, if anything, it's part price.



00:06:34
Speaker 1: Yes.

00:06:38
Speaker 3.9: Quality is also important, but often you only experience the quality afterwards, because everyone has their own ideas about quality. Expensive is also not necessarily quality.

00:06:49
Speaker 1: No, definitely.

00:06:55
Speaker 3.9: Yes I think some too, I also look at something fairly functionally.

00:06:59
Speaker 1: Yes.

00:07:00
Speaker 3.9: I like some pieces of clothing but I know I'm not going to put them on a lot, it's not a new daily outfit or anything.

00:07:12
Speaker 1: No exactly

00:07:14
Speaker 3.9: Can then I will look into that in combination with price.

00:07:17
Speaker 1: Yes.

00:07:18
Speaker 3.9: Then it doesn't have to be the most expensive of the most expensive. But if I know I really want it.

00:07:24
Speaker 1: Yes.

00:07:25
Speaker 3.9: And know that I was going to put that on often, then I'm willing to pay a little bit more.

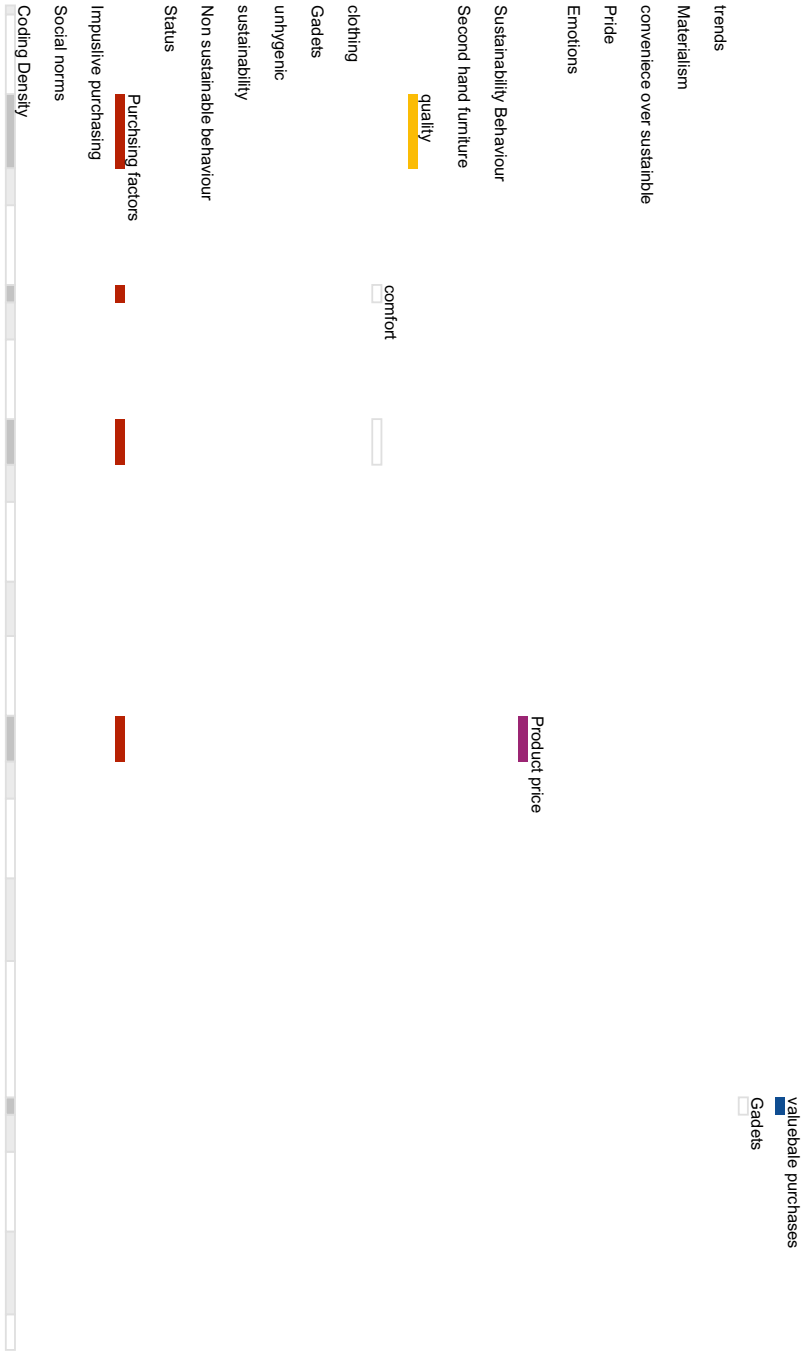
00:07:30
Speaker 1: Yes, okay, yes logical, I get that. And can you tell me about a purchase that you made, doesn't necessarily have to be very recent, also very expensive, but that you really appreciate or something that you value.

00:07:47
Speaker 3.9: Ugh yes my Airpods I think too. Yes I have them in right now too.

00:07:53
Speaker 1: Yes, I understand those are super convenient.

00:08:00
Speaker 3.9: Yes, that's something I've been wondering about for a long time. Calling every time with that wire continuously is not convenient either.

00:08:03
Speaker 1: No.



00:08:04
Speaker 3.9: So that's for me that was a combination of and for work handy and for sports handy actually always. Did find it quite pricey but also certainly no regrets no.

00:08:19
Speaker 1: So you're satisfied with that you did anyway?

00:08:22
Speaker 3.9: Yes, definitely.

00:08:24
Speaker 1: Which Airpods do you have, the ones with noice cancellation? Or those?

00:08:28
Speaker 3.9: Yes yes, that Pro.

00:08:29
Speaker 1: Yes those are indeed quite pricey. Yes.

00:08:32
Speaker 3.9: Yes its pricey, but I was like just like in the office. If you are one in a call, so then usually do visualize at yes, that better spend just a little bit more. Then I still understand what's happening and I can completely shut down.

00:08:50
Speaker 1: Do you have right really the the better one indeed.

00:08:53
Speaker 3.9: Yes so it was worth it and is still worth it.

00:08:58
Speaker 1: And you say you did give it some thought, so it wasn't a very impulsive purchase.

00:09:03
Speaker 3.9: No.

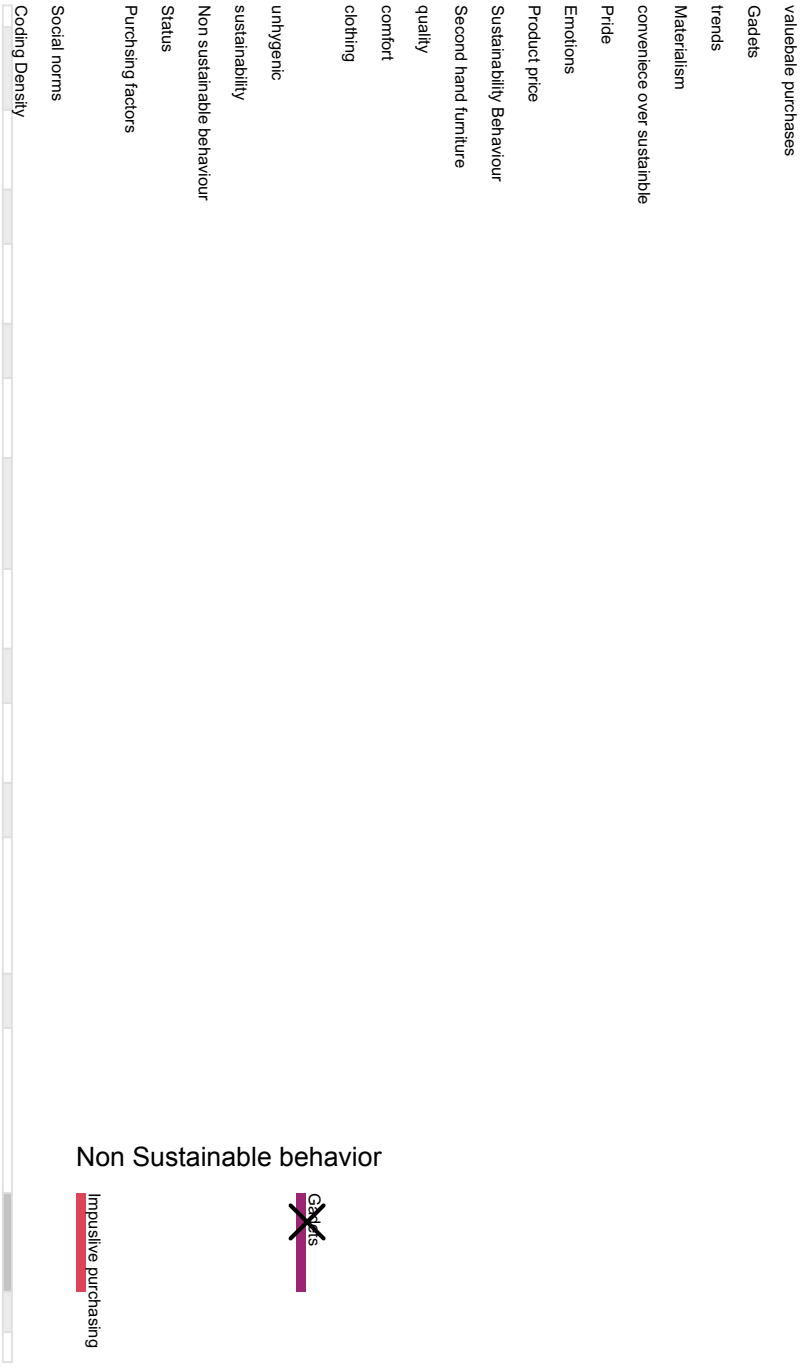
00:09:04
Speaker 1: Imagine you would have something like this again in the future that you would make such a purchase. Would then like with this purchase so that you have thought about dr a little bit longer. Would that then also influence such purchase decisions in the future?

00:09:17
Speaker 3.9: With a repeat purchase?

00:09:23
Speaker 1: Yeah, or that you do, for example, so when you go to buy there Aispods again, or something else or a laptop, or so that you would then say that again, but go through the same process, or go through the same process, as you've had now with your Airpods with thinking about it and waiting a while.

00:09:38
Speaker 3.9: That well that well, then again that's very price dependent. Airpods then is still relatively affordable, but if you were really going to go for a new laptop, then think you'll find the process takes a little bit longer. You'd like to want to make a good decision at one time.

00:09:55
Speaker 1: Yes.



00:09:56
Speaker 3.9: And so there, if you regret that afterwards, it's an expensive joke. J

00:10:02
Speaker 1: Yes.

00:10:03
Speaker 3.9: Then do, at least in then, read up on something beforehand and what the options are, and what you think you need.

00:10:09
Speaker 1: Yes, are you someone who would impulsively buy something or generally not anyway?

00:10:17
Speaker 3.9: No, in general not much anyway, but maybe also to do with the fact that I'm also working on it a lot on a daily basis. So in terms of online marketing.

00:10:26
Speaker 1: Yes.

00:10:27
Speaker 3.9: When I I also see a lot of ads on Instagram and things like that come up, but I never actually buy anything.

00:10:33
Speaker 1: No.

00:10:34
Speaker 3.9: With me, that button is a little off.

00:10:36
Speaker 1: Yes.

00:10:39
Speaker 3.9: I look at that just differently I think, than anyone who just kind of scrolls through their timeline.

00:10:43
Speaker 1: Yes, I understand that because that is also your job of course. Are you quick to say that you don't actually buy very impulsively, but do you ever get home and buy something and think, oh my God, what an incredible miscalculation it is, or oh, I've already got one here, I've already got ten white shirts, why did I buy this one again?

00:11:05
Speaker 3.9: So yeah you have that sometimes when you're walking around the city.

00:11:08
Speaker 1: Yes.

00:11:13
Speaker 3.9: Especially if you're a little further along or something.

00:11:14
Speaker 1: Yes.

00:11:16
Speaker 3.9: So if you, if we go here in Brabant or to Eindhoven, doesn't matter where then that's less. But if we were to just spend a day shopping in Amsterdam or Paris or I don't

know where. Then that threshold is slightly lower. Then you think I'm there now anyway but buy something.

00:11:36
Speaker 1: Yeah, okay, so that does play a little bit into where you are at the time.

00:11:41
Speaker 3.9: And I think especially also in the physical store, that that also plays some part.

00:11:46
Speaker 1: Do you have then, when you say you, so that then you're usually like a little further away, so then you don't bring back when you really think afterwards oh why do I have this.

00:11:54
Speaker 3.9: No, exactly so, then it's also just forget and forgive and just put on.

00:12:02
Speaker 1: yes, would that affect you in the future? Suppose you were to go shopping to Amsterdam again. Would you then remember that moment again?

00:12:08
Speaker 3.9: No, no I have already forgotten about that

00:12:14
Speaker 1: Yes, so. It might happen again then.

00:12:17
Speaker 3.9: Yes it could definitely happen again.

00:12:20
Speaker 1: Okay.

00:12:24
Speaker 3.9: Yeah, and it's just a snapshot, maybe you regret it and um. Well, you might be happy about that in retrospect too, still nice or whatever.

00:12:35
Speaker 1: So and imagine you in the future. You would be put in that situation where you and those around you are going to consume less, and that could be from a financial standpoint, but also from a sustainability standpoint. And so you wouldn't be able to buy those er Airpods, for example. How would you feel about that?

00:12:58
Speaker 3.9: Yeah, I think once you've experienced it and you know what it's like, and you're going to take the next step back for your feelings.

00:13:07
Speaker 1: Yes.

00:13:08
Speaker 3.9: That you're going to go back to using those earbuds with a wire.

00:13:10
Speaker 1: Yes.

00:13:12
Speaker 3.9: That that's kind of intense. But I think, you can't miss something that you never had, I think then. But because you have a good feeling about it, about the product, you can

actually continue it and actually improve it. And then it's a step backwards if you have to settle for something less.

00:13:38
Speaker 1: Yes, okay, so, then you would find that troublesome.

00:13:41
Speaker 3.9: Yes.

00:13:44
Speaker 1: And if you look at clothing, for example, do you ever buy second-hand clothing? Or how do you stand on that?

00:13:54
Speaker 3.9: No. I actually don't buy that.

00:13:55
Speaker 1: No.

00:13:58
Speaker 3.9: It does change, you know, but I always still have a little bit of a dirty feeling about it or something. I don't know what that is.

00:14:05
Speaker 1: Not really your thing.

00:14:07
Speaker 3.9: Yes, then you think yes, it will, it's also all washed and name it all.

00:14:12
Speaker 1: Yes.

00:14:14
Speaker 3.9: And yes, it will be clean. But it's just, something is holding me back.

00:14:20
Speaker 1: Yes, do sell as your own clothes, if you don't want it anymore.

00:14:25
Speaker 3.9: No, I often just give it away.

00:14:27
Speaker 1: Also to, to friends or to charity?

00:14:31
Speaker 3.9: Often to my little brother or something. And then you see it then doesn't fit, then I just throw it in one of those clothes bins.

00:14:40
Speaker 1: Okay, and with furniture and equipment, how do you stand on that, for example, buying used furniture.

00:14:50
Speaker 3.9: Yes I think that also depends, I find second hand tables.

00:14:54
Speaker 1: Yes.

00:14:55
Speaker 3.9: Would I do then, or a cabinet or something.

00:14:57
Speaker 1: Yes.

00:14:58
Speaker 3.9: But a chair, or a the sofa I have a little more trouble with again.

00:15:02
Speaker 1: Okay, yes, and why is that exactly?

00:15:09
Speaker 3.9: A little bit that dirty I think or something, I think everybody sat on it with their whole body and and you name it.

00:15:18
Speaker 1: Yes.

00:15:22
Speaker 3.9: And with a cabinet or a tefel, yes there goes a cloth.

00:15:23
Speaker 1: Yes, that's true. Okay, and if you, suppose you're going to, you're obviously going to move soon then, in the summer and you need furniture again. And then apart from second hand furniture. But you would look at used this has, this product used recycled material, or is this furnace energy efficient and less about how fashionable something is, how would you feel about that?

00:16:00
Speaker 3.9: Energy efficient well, I do look at that as well. I always try to use LED lamps in my house. But that's also a bit more in your own interest, that you know that the energy bill is lower.

00:16:10
Speaker 1: A little money tied

00:16:11
Speaker 3.9: Yes, it does. And in terms of materials I think it's good if that, if the one would be more durable. But I don't know, if I like him, if I like the design of the one then design does take precedence.

00:16:33
Speaker 1: Yes, then that would be your preference there.

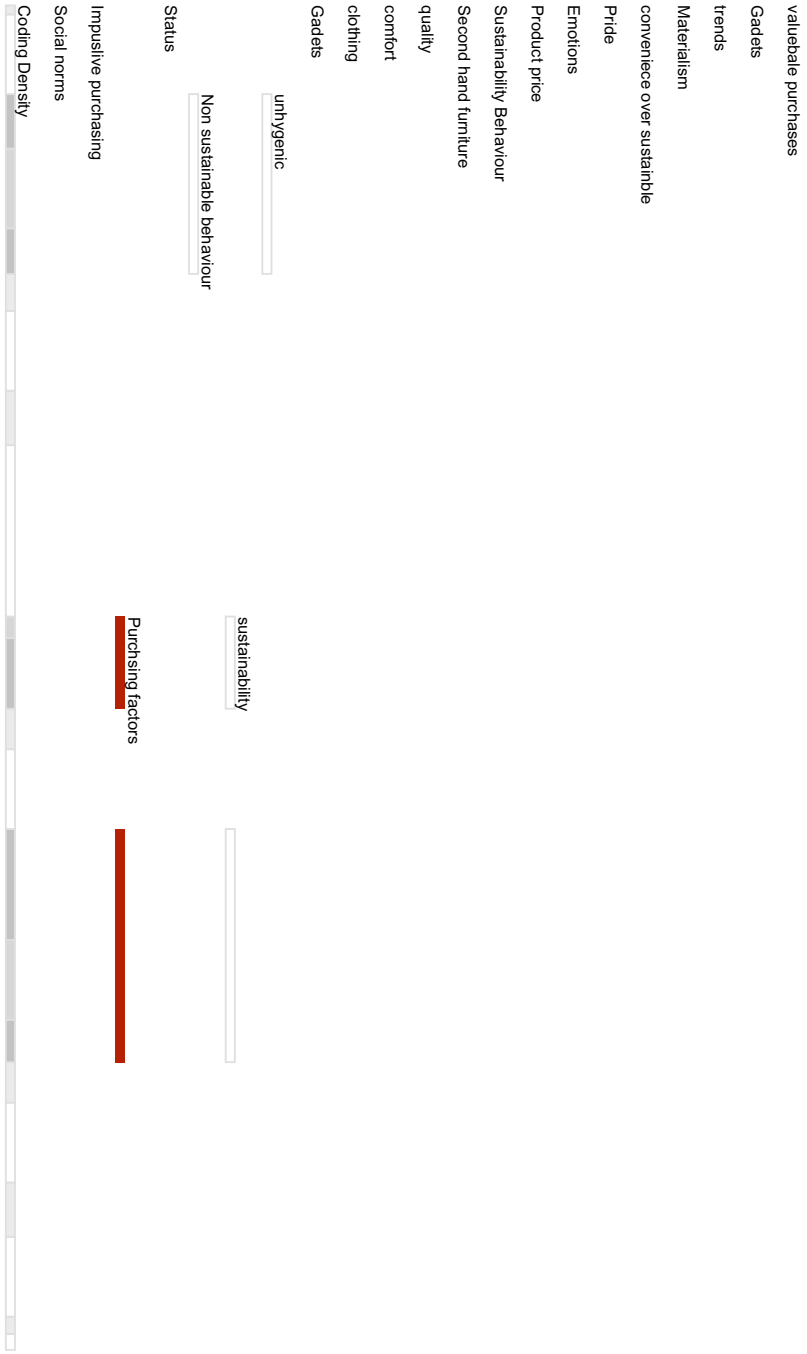
00:16:40
Speaker 3.9: Yes, but I think it would be a nice touch if it did fit within my street and would also be sustainable.

00:16:46
Speaker 1: Yes, that would be fine by then.

00:16:48
Speaker 3.9: Well.

00:16:49
Speaker 1: If it combines a little bit of both.

00:16:53
Speaker 3.9: Yes.



00:16:54
Speaker 1: And and looked at vacations, you said you go on vacation then three times a year approximately.

00:17:00
Speaker 3.9: Yes.

00:17:02
Speaker 1: And with the car you went on a ski vacation right?

00:17:05
Speaker 3.9: Yes.

00:17:05
Speaker 1: What do you think about car vacations? Do you find that more enjoyable yourself?

00:17:16
Speaker 3.9: Yes limited, I had then, it also gives a bit of freedom.

00:17:21
Speaker 1: Yes.

00:17:22
Speaker 3.9: I drove to the south of France last summer. And then measures were tightened up there as well. And that's nice to have with a car.

00:17:34
Speaker 1: Yes.

00:17:36
Speaker 3.9: Because then you can leave quickly and you're not dependent on certain flight times, and things like that. On the other hand, it does make that whole trip a lot more tiring.

00:17:48
Speaker 1: Yes, of course you're back to being more active than driving.

00:17:53
Speaker 3.9: Yes, definitely and despite that you just alternate. I was often different than driving to Schiphol Airport somewhere, getting on a plane and getting off somewhere.

00:18:03
Speaker 1: Yes, and so are you ever concerned with sustainability while traveling, while driving or especially on air vacations, that that's something that you think about?

00:18:17
Speaker 3.9: No, not at all.

00:18:19
Speaker 1: And is there a reason for that that you're not so engaged in that?

00:18:24
Speaker 3.9: Hmm actually no, it's just. I like to look at convenience or something anyway.

00:18:33
Speaker 1: Yes. Okay, and imagine. You would in the future instead of thus taking a trip to, say, France, but you would vacation by car within the Netherlands. How would you feel about that.

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00:18:51
Speaker 3.9: Going on vacation by car within the Netherlands, yes, if the weather is nice no problem.

00:18:55
Speaker 1: No then you're okay with it.

00:18:59
Speaker 3.9: Yes it often is. It's not necessarily then, you can have quite a nice vacation in your own country. Think a lot of people experienced that last year. Just it's very changeable with the weather.

00:19:11
Speaker 1: But you don't think that, suppose you were to vacation in the Netherlands anyway it wouldn't embarrass you in front of others or anything.

00:19:19
Speaker 3.9: No, no.

00:19:21
Speaker 1: No.

00:19:21
Speaker 3.9: No, not that, I also don't think that, that if you say, I've been to Bali I don't think that's more or less than saying one has been somewhere in the Netherlands for two weeks. Because that doesn't detract from the luxury.

00:19:33
Speaker 1: Yes definitely.

00:19:36
Speaker 3.9: I do have myself that I think of when you really see a different environment and something that you don't see in your everyday life, that does give you more of a vacation feeling and maybe a little more peace than if you do stay in the Netherlands at kind of the same pace.

00:19:54
Speaker 1: Yes, I understand yes, because then indeed you are still in the same country.

00:19:59
Speaker 3.9: Yes it is actually. I don't know if you've ever been to southern Limburg.

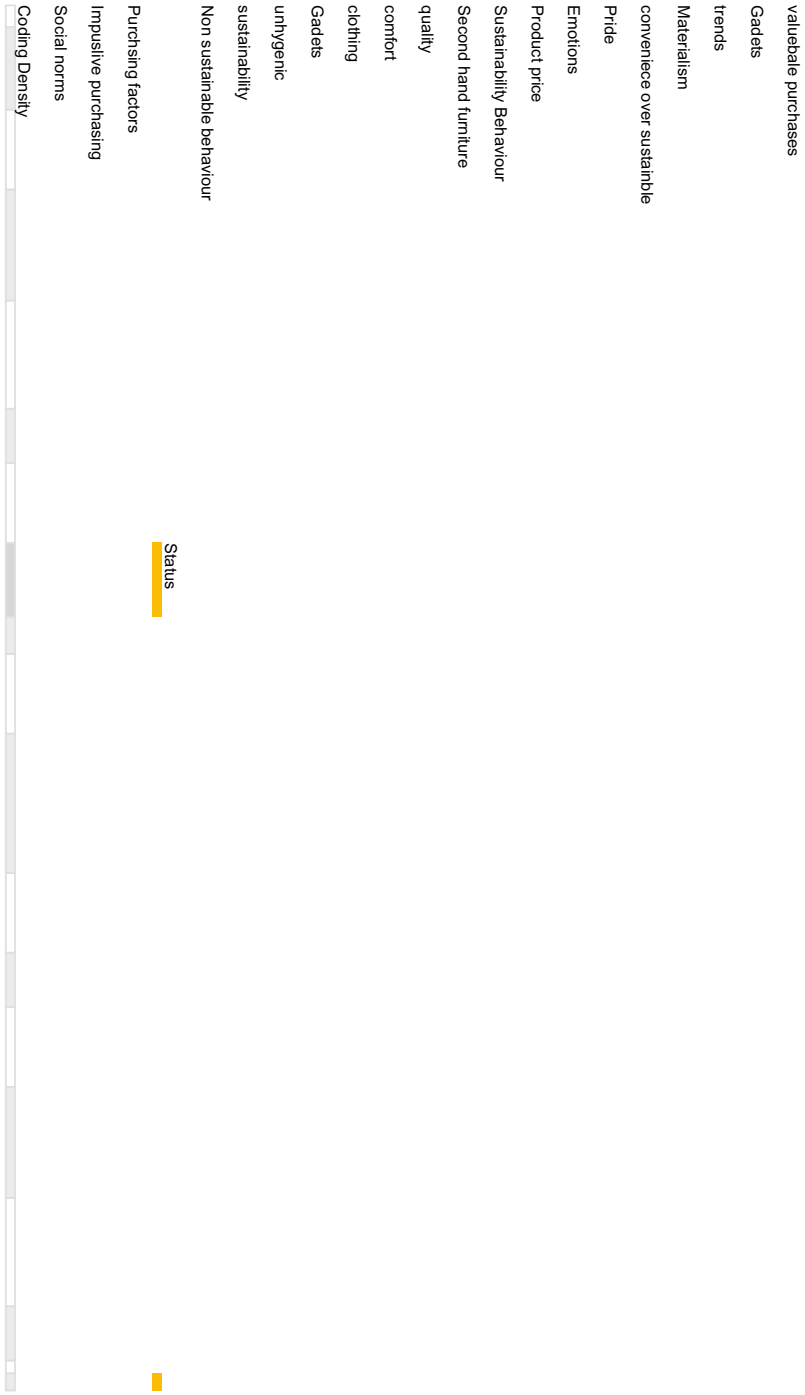
00:20:06
Speaker 1: Yes, well is.

00:20:08
Speaker 3.9: When you drive along the highway there, that starts to be like different a little bit hilly and then a little bit more, almost already a little bit foreign. A that gives a different atmosphere anyway.

00:20:21
Speaker 1: Yeah, right, I understand. And the last couple of questions that's kind of about your purchases, but in comparison to your environment.

00:20:30
Speaker 3.9: Okay.

00:20:31
Speaker 1: When you buy something, do you have that you like to show it to others or tell



others about it. Suppose you have a new car or a new scooter, or I don't know anything like that.

00:20:42
Speaker 3.9: Mmm yes. Very honestly, yes.

00:20:48
Speaker 1: No but that's okay it's just fair.

00:20:51
Speaker 3.9: I'm materialistic in my own right, and I think that's a little stronger in men anyway.

00:20:56
Speaker 1: Yes.

00:20:59
Speaker 3.9: But then it's mostly already in the preliminary stages, so it's not so much of I bought a new car. But then it's been going on for months about what kind of a new car is coming.

00:21:08
Speaker 1: Yes okay.

00:21:11
Speaker 3.9: And that's really just more of an endorsement, if you're going to drive up with it but then you've already talked to everybody about it.

00:21:18
Speaker 1: Why do you think that is?

00:21:31
Speaker 3.9: I think anyway, you don't always have to be tough about it I think. But it's kind of a pat on the back to yourself.

00:21:40
Speaker 1: Yes, yes, you can. And do you have sometimes too, because you say you do talk about it with your friends then. Suppose you would buy a car. Do you also sometimes compare your purchases with those of your friends?

00:22:01
Speaker 3.9: Yes. yes. sure You're going to compare it though

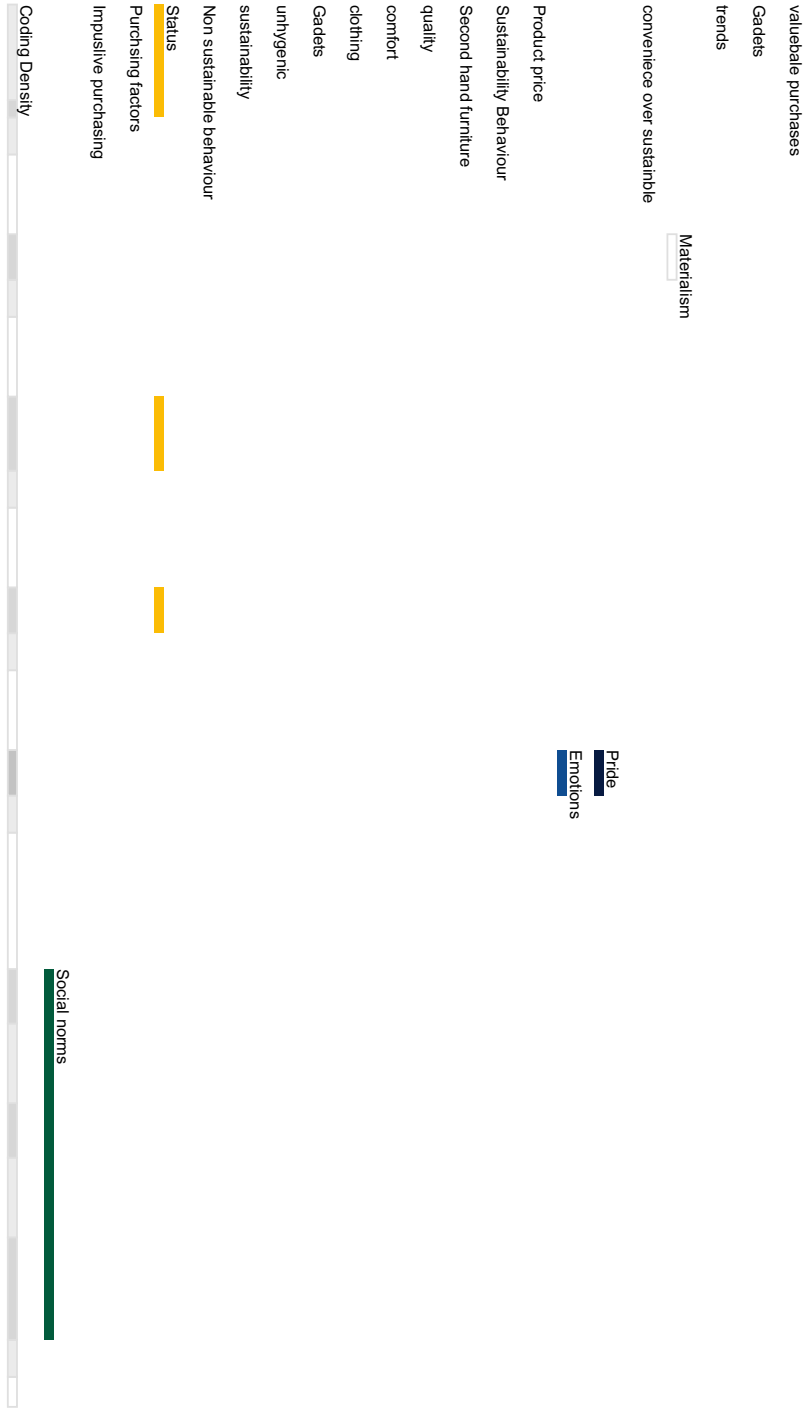
00:22:04
Speaker 1: Yes.

00:22:05
Speaker 3.9: But I'll keep that to myself, or something.

00:22:13
Speaker 1: Okay, you're not telling that?

00:22:16
Speaker 3.9: No. And that's not, yes that can then often turn into envy or something while you don't mean it at all. But you do start to position yourself in relation to the rest. But you can always invent a reason why you have something and the other not. Then I think you judge too much, that you can think for yourself but not really chic to speak.

00:22:48
Speaker 1: Do you then have that you kind of resent maybe your purchase when you



compare it to another, or is it more that you just compare it in terms of maybe functionality or something.

00:22:59
Speaker 3.9: No. It's just that you compare it. Look everybody, now it's about a car, but if somebody has a new couch, obviously it's also very dependent on somebody's, taste and then.

00:23:14
Speaker 1: Definitely.

00:23:15
Speaker 3.9: Yes, it's not necessarily.

00:23:19
Speaker 1: No, and how would you feel if you found that people were very much comparing their purchases with yours?

00:23:36
Speaker 3.9: Yes I would be annoyed I think. There is no right or wrong there. Everybody makes their own choices in there. And I think that's the same in everyday life. Even when shopping there is sometimes a bit of a certain image of Albert Heijn compared to the Aldi. It doesn't mean if one person does his shopping there and another one there that he has less. That's just a choice.

00:24:05
Speaker 1: No, yes, so, you would find that annoying though you would find that so people do that to you?

00:24:17
Speaker 3.9: Yes because I think you then judge in the wrong way. So that's where it often goes.

00:24:23
Speaker 1: Yes, so would that affect what you buy?

00:24:31
Speaker 3.9: No might only backfire.

00:24:32
Speaker 1: Okay, that you're just thinking of I'm not doing it xo.

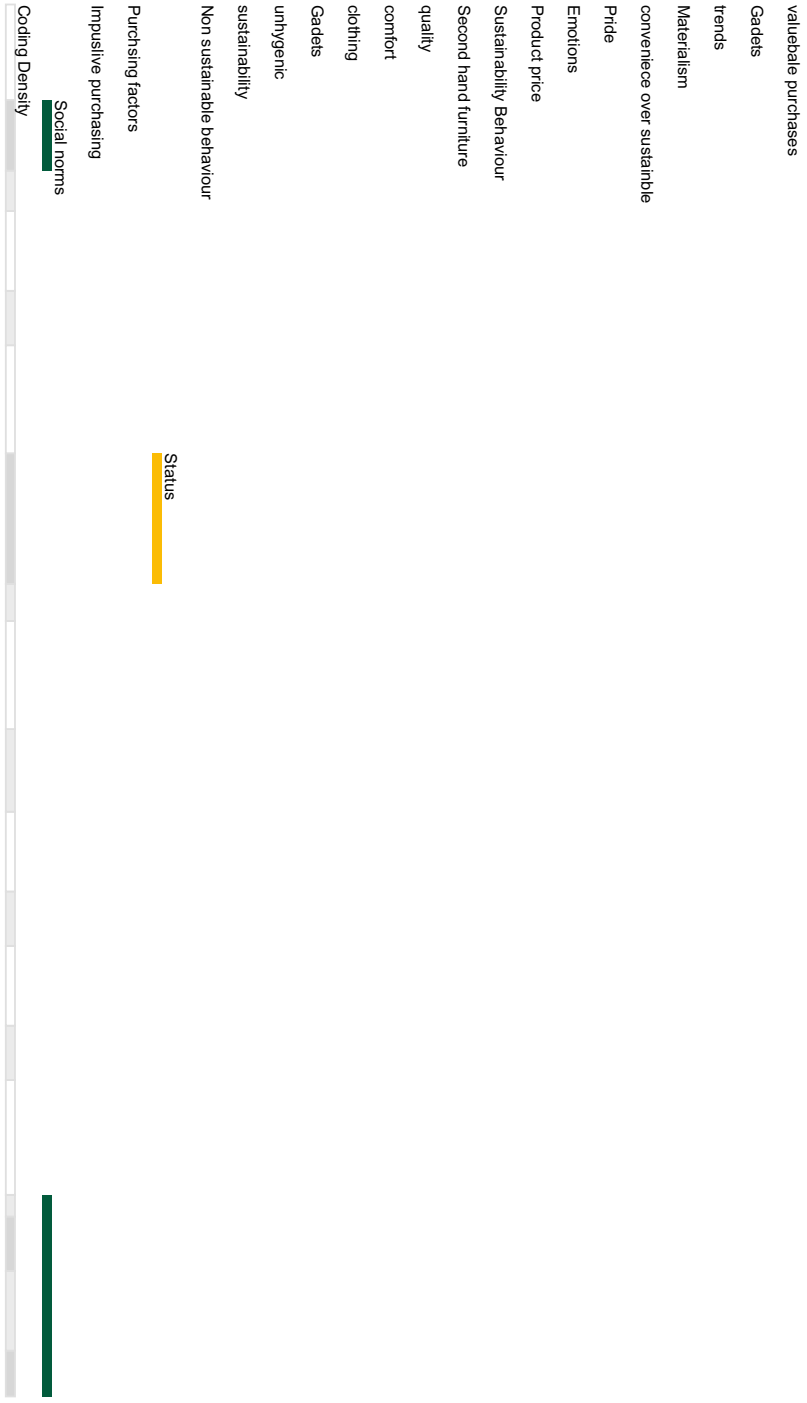
00:24:37
Speaker 3.9: Then I'm going to do it especially yes.

00:24:41
Speaker 1: Yes, yes. And have you also ever had a situation where you bought something because of your environment, that for example everyone had the latest iPhone, or the latest Nikes and you felt like oh, I need those too?

00:24:57
Speaker 3.9: In the past I think a little bit more.

00:24:58
Speaker 1: Yes.

00:25:01
Speaker 3.9: But then it was really specific products oriented, if everyone was indeed walking with that NIke Air Max that you wanted to have it too.



00:25:06
Speaker 1: Yes.

00:25:06
Speaker 3.9: Now I do have that more when I see it e.g. here in the office and some wear a certain brand.

00:25:16
Speaker 1: Yes.

00:25:18
Speaker 3.9: Then I'll go look at that or something.

00:25:19
Speaker 1: Yes.

00:25:20
Speaker 3.9: And then should I run into one and I mean just something and hoody

00:25:26
Speaker 1: Yes.

00:25:29
Speaker 3.9: Of course you have them from all brands. But if I come across it from that brand, I am more inclined to buy it from that brand.

00:25:33
Speaker 1: Yes, and why is that?

00:25:40
Speaker 3.9: Bit of belonging or something.

00:25:44
Speaker 1: Yes. Okay, you're saying that you did have it more in the past, so that's less now?

00:25:52
Speaker 3.9: Yes definitely definitely. Especially high school days that happend very much. But that others also express it more or so now? Now everyone doesn't act like that anymore, you also get less commentary on them. Maybe even if they were incredibly ugly you still bought them. Because otherwise there was something to say about it, or you did not belong.

00:26:14
Speaker 1: Yes.

00:26:15
Speaker 3.9: Because otherwise, you were talked about, so to speak.

00:26:18
Speaker 1: Exactly yes, yes, so, then you bought it right then.

00:26:25
Speaker 3.9: Yes. I notice now is that much less. What I say I do check the brands and if I don't like the brands then I'm not going to buy it. but if I think ooh pretty cool brand and I come across it then I do tend to buy it faster.

00:26:42
Speaker 1: Yes, exactly only if you like it.

00:26:47
Speaker 3.9: Yes well if I like it. That does remain the most important factor.

00:26:50

Speaker 1: Yes.

00:26:51

Speaker 3.9: And a piece of price: of course.

00:26:53

Speaker 1: Yes.

00:26:54

Speaker 3.9: Because if you already think it's too expensive, it turns out to be too much.

00:27:00

Speaker 1: Yes, that's, I get all the questions already.

00:27:06

Speaker 3.9: Okay.

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Gadets
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Speaker 1: Because I have and almost finished my interviews, really only had a few people left.

00:00:06
Speaker 4: Yes. I hope to add.

00:00:08
Speaker 1: Yes I think so. You well first of all I want to ask if you're okay with me recording the conversation for a moment.

00:00:14
Speaker 4: Yes that's right.

00:00:15
Speaker 1: On then I actually start with a few introductory questions: a little bit but you where you work and then there's going to be 22 questions about, well, your purchases what drives you there. What you care about. Most of all be honest, or if you have a story to go with something or an example, that can only help, so that's all very desirable.

00:00:40
Speaker 4: Okay. Is good.

00:00:41
Speaker 1: But then I start, with where do you live?

00:00:43
Speaker 4: In Den Bosch.

00:00:48
Speaker 1: And where you work I can actually fill in already? That's at Nubikk of course.

00:00:51
Speaker 4: That's right.

00:00:53
Speaker 1: And you live in den Bosch and do you have to live in a house or in an apartment?

00:00:57
Speaker 4: And a house.

00:00:58
Speaker 1: And is that a buying house or a renting house?

00:01:01
Speaker 4: Rental house.

00:01:03
Speaker 1: Have you lived there long?

00:01:06
Speaker 4: No not so long yet so almost a year.

00:01:08
Speaker 1: Okay, what made you guys move?

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quality
Emotions
Sell clothing
Joy
Shame

00:01:12
Speaker 4: We used to live in an apartment in downtown den Bosch and now with the little one coming, it was cramped.

00:01:17
Speaker 1: Yes.

00:01:18
Speaker 4: So now we have a really big people's house.

00:01:21
Speaker 1: Some more space.

00:01:24
Speaker 4: Well rent to buy, yes, that's an Amsterdam it's not at all to do, but in Den Bosch it's also pricey, just wait a while before we really start buying. And then in a few years I hope that the market wants a bit, perhaps also to a village, because then Joep our little man who is then, is then that he goes to school. Then you would rather go to a Village. So hopefully the market is all a little bit more affordable. And then we can buy.

00:01:53
Speaker 1: But completely happy where you are now?

00:01:56
Speaker 4: Yes definitely. It is really nice that soon to the terraces will open we can just walk and then it will be totally great.

00:02:01
Speaker 1: Yes, that's lovely yes, hopefully soon that will work out.

00:02:06
Speaker 4: Yes, right in the summer.

00:02:09
Speaker 1: And looking at vacation, how many times a year, if you don't count last year, do you go on vacation on average?

00:02:17
Speaker 4: On winter sports and summer vacations so twice.

00:02:20
Speaker 1: Twice and how do you usually travel to the vacation destination?

00:02:26
Speaker 4: Winter sports is that then by car the other vacations? Yes, that was always airplane, because there were, are both my girlfriend and I yes, because some further travel, way with the future will probably just be the Roompotjes and a little bit in France Italy camping probably eventually.

00:02:51
Speaker 1: A little bit within Europe then?

00:02:53
Speaker 4: Yes exactly.

00:02:53
Speaker 1: But for this, you guys sometimes make a little further trip.

Coding Density
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00:02:57
Speaker 4: The united states we have been, before that we went to Bali. So just really a little further away exactly.

00:03:09
Speaker 1: And if you say then in a while for example then go to Spain or something, would it also go by plane?

00:03:15
Speaker 4: By car.

00:03:17
Speaker 1: Yes, is your reasons for that you prefer to go by car then, that jue like that.

00:03:23
Speaker 4: Practical because then you also have a car at your disposal, to go somewhere for a day from the campsite then again. So then a car is `well convenient and it doesn't have to be from environmental considerations or anything more just practical point of view.

00:03:43
Speaker 1: Just that it's all more convenient, yes.

00:03:45
Speaker 4: Yes.

00:03:46
Speaker 1: Okay, and and as far as purchases like clothing and furnishings or technology, just anything but food, do you feel like if you go into town or just need something or just want a new pair of clothes that you can buy whatever you want?

00:04:07
Speaker 4: No, I don't think it's a lot of offerings for gentlemen in Den Bosch.

00:04:12
Speaker 1: No, so why would you usually go looking for new clothes?

00:04:17
Speaker 4: The Bijenkorf, we don't have in den Bosch anymore, so I do miss that. And I don't go to Eindhoven for that either, that is online. And besides that, I just come for basics where the Zara and that is just in den Bosch. So that is actually the easiest way to take it with you. It is actually a bit what there is. There is a Scotch and Soda in Den Bosch, but that is only a small store, so not much on offer.

00:04:48
Speaker 1: Yes.

00:04:49
Speaker 4: So I do miss a little bit yes, offer for some branded clothing, but then yes in Den Bosch is. First they also always was another one, Hudsons Bay. There I could go to but that is also gone. And there I could not really find it either actually.

00:05:11
Speaker 1: Do you have a specific taste when you go to buy something?

00:05:16
Speaker 4: No I'm not brand related or not really specific to any brand. But , I do like to notice some just yes good fit shall I, but say. Yes the older you get the more important a fit becomes so to speak.

00:05:34
Speaker 1: That's what you think is important when you go to buy something in terms of clothing.

00:05:37
Speaker 4: Yes, yes, that it fits well and that it dresses a little bit off. That's well, you don't have that with Zara, so then you have to put it on anyway. Yes, well, that depends on the brand that has my size right at that moment.

00:05:52
Speaker 1: Yes, there are other factors that influence when you buy something can be clothing, but it can also be interior or other things.

00:06:01
Speaker 4: I also think price is important and I always try to buy on sale. Price, and besides that yes quality, but I find that tricky, because you only notice it at the moment you bought it. And then, after that you only notice it so yes.

00:06:22
Speaker 1: That's where you actually hold up how good the quality is.

00:06:25
Speaker 4: Yes.

00:06:26
Speaker 1: Do you quickly then if you find that is for example a good quality, that you would then go back to that brand more quickly?

00:06:31
Speaker 4: Absolutely.

00:06:32
Speaker 1: That's something that does come into play. And can you tell of a purchase you made, doesn't necessarily have to be very recent or similar, something expensive but purchase that you really appreciate or are very happy with. Or yes.

00:06:50
Speaker 4: Yes I bought from Acht Enfaire I think it's called or Acht Antwerps and a kind of Baseball jacket, and that's just very nice jacket. It's more of a jacket, an in between an in between jacket.

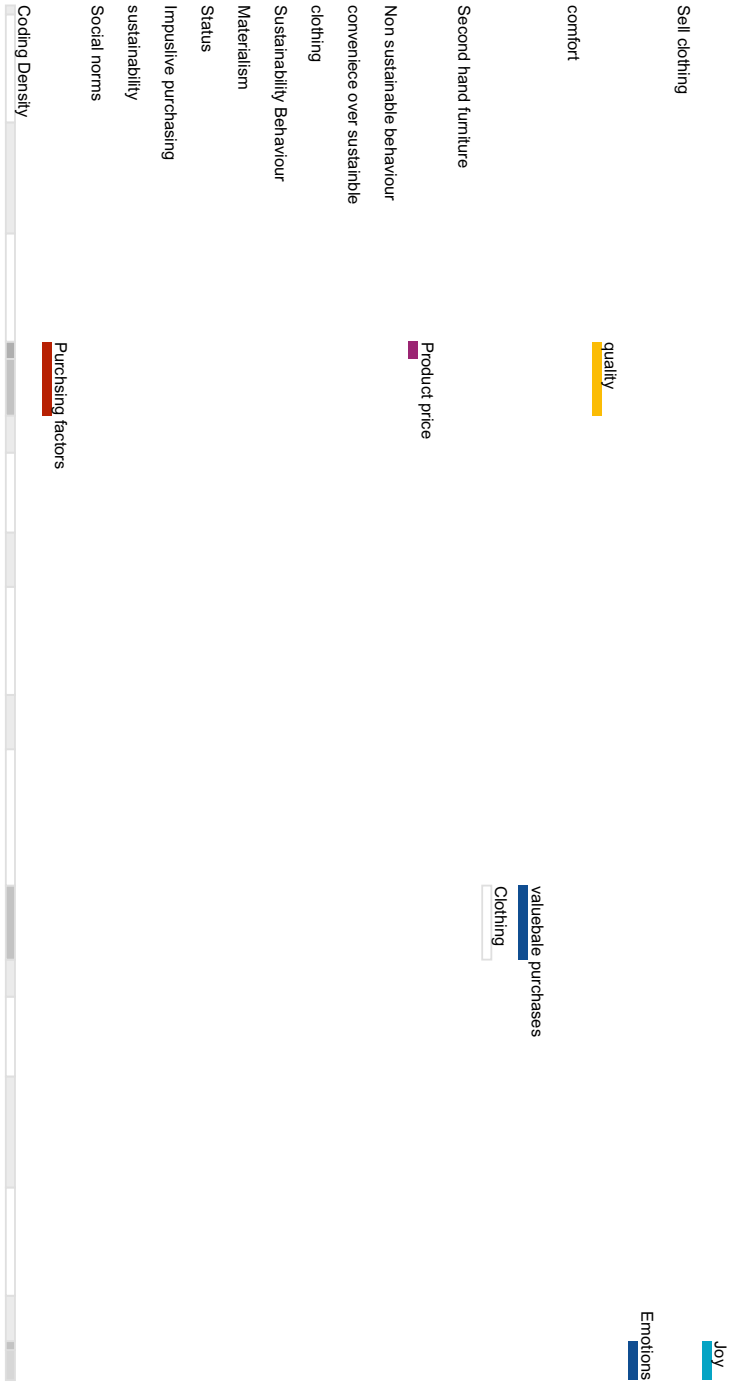
00:07:05
Speaker 1: Yes an intermediate coat

00:07:09
Speaker 4: Yes, exactly you could call it that, so that's very nice. Then you can do a lot of things, you just have a lot of fun with it. And it just sits well, it's nice and you can easily wear it over things.

00:07:22
Speaker 1: And then bought, what did you feel at that time on what emotion? Say, but what had the upper hand at that time?

00:07:31
Speaker 4: Yes, I just thought it was a cool jacket.

00:07:35
Speaker 1: Yes, it's mostly just very happy?



00:07:38

Speaker 4: Yes.

00:07:39

Speaker 1: And with someone who is quick to buy something impulsively. Or had you thought about this a little bit longer?

00:07:47

Speaker 4: It was it was in Waalwijk at Van Dijk, so was not from work it was on a Saturday, I did plan to go there already. Because that's also a store with some more expensive brands have, just high quality and more expensive brands.

00:00:00

Speaker 4: So I did go there and buy one specifically there. This specifically so I was already so it wasn't really an impulse buy that it had to be exactly a jacket or a sweater I didn't have that in my mind.

00:00:15

Speaker 1: You were looking for some new clothes.

00:00:19

Speaker 4: Exactly yes, and generally speaking, I try to, I used to be really impulsive, that changes during maybe age. So I do look very consciously of okay, do I still have, do I really need it, yes or no? And then I go.

00:00:40

Speaker 1: That's when you start buying

00:00:42

Speaker 4: Yes.

00:00:43

Speaker 1: Do you ever have from actually the used to have impulse buys and that you came home with something that and thought; what a mistake? Why did you buy this.

00:00:52

Speaker 4: Yes, definitely.

00:00:54

Speaker 1: Do you have an example of something.

00:00:58

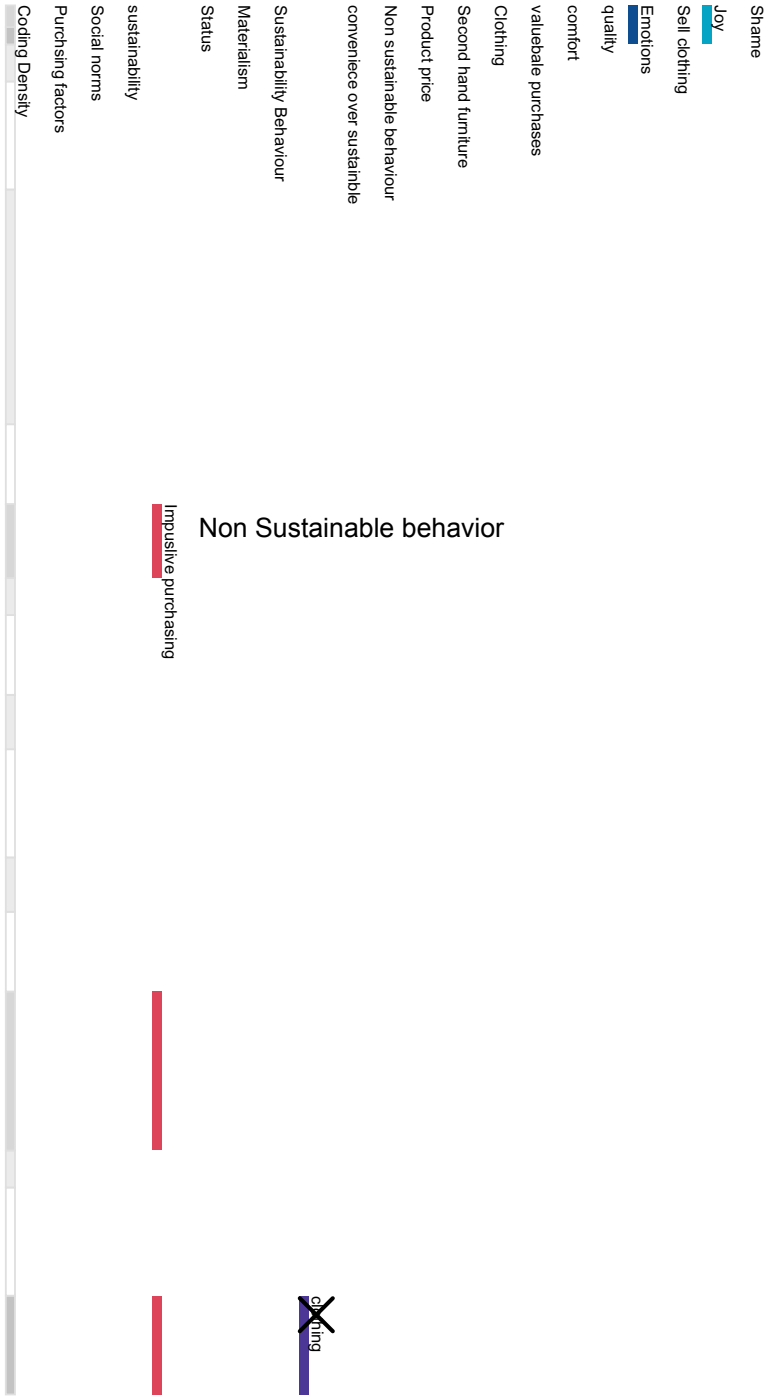
Speaker 4: There was, I worked at Scotch and Soda for a while and that's also because there then there, you also see a lot of clothes. So then you also have to really, at Nubikk maybe also then with shoes, but not with me at least not now, so I don't actually buy anything. Not that I buy a new pair every time. But I know I wanted something new every time so then it's constant that you, that you actually every month you had something new while it was not necessary.

00:01:31

Speaker 1: No, and that was actually mostly because you were there that the time was in consideration, or something.

00:01:36

Speaker 4: Yes, exactly and every time you saw colleagues, with the latest and especially sales team you say every time with a latest items you saw or cool and then you put it on yourself and think well that not so cool, but still came home with a lot of things you didn't need.



00:01:55
Speaker 1: No, and do you still have that?

00:01:58
Speaker 4: Do benefit from it now, I still have a lot in the closet.

00:02:01
Speaker 1: Okay, so you're really happy with it, even though you didn't really necessarily need it at the time.

00:02:08
Speaker 4: No, yes. Last year, of course, there were things you thought i could buy this. But then again, I would were it to a festival.

00:02:16
Speaker 1: It still comes into its own, say okay and do you still have that now, that you often really regret a purchase?

00:02:27
Speaker 4: No. Yeah that's not that it's not right or anything, but yeah then sends back. And that's now online, it's hard to judge how it fits. But if I just go to physical store then I don't have that.

00:02:40
Speaker 1: Then not okay, imagine you have a situation arise in the future and that could be from financial reasons there could be from just that you want to consume differently or you consume less or whatever reason, so not just financial. And you would therefore, for example, not be able to buy that jacket. How would you feel about that?

00:03:15
Speaker 4: Well not so much anymore, I guess. No, no, for me, no, maybe something for me, the clothing or how you look that maybe that's less important than it used to be that you're a little bit younger still. So no, so, if it's then that one specific jacket that I maybe had in my mind, that it's then not accessible that no, I wouldn't mind that so much anymore.

00:03:46
Speaker 1: No, wouldn't embarrass you or.

00:03:49
Speaker 4: No.

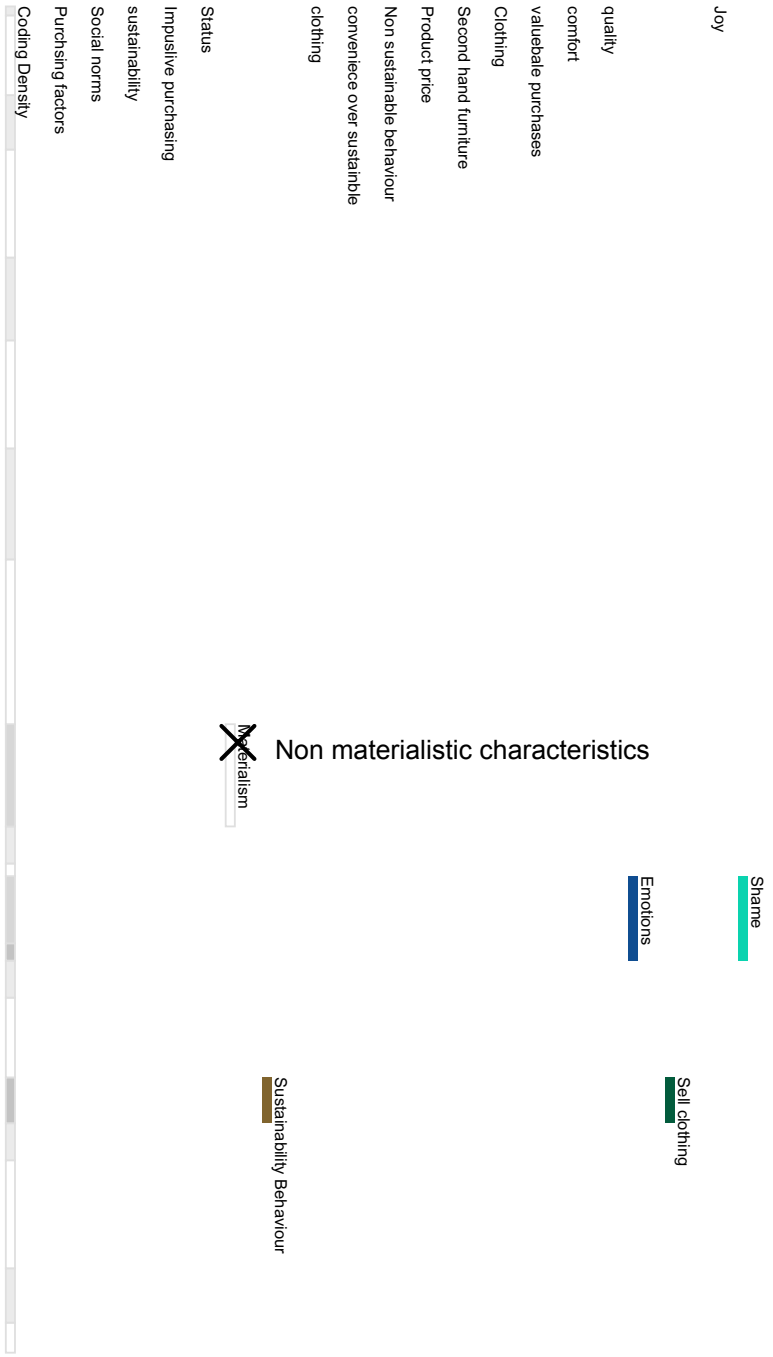
00:03:50
Speaker 1: No and do you have that you buy second hand clothes for example? Vintage.

00:04:00
Speaker 4: No, I do sometimes on Vinted for example of that second hand provider, but I have never proceeded to purchase. Do sell, but don't buy.

00:04:13
Speaker 1: Okay, is there a reason why you don't want to buy it there or somewhere else, a Vintage store or something.

00:04:24
Speaker 4: Yes maybe because then the picture doesn't look so appealing anyway.

00:04:30
Speaker 1: Yes.



00:04:31
Speaker 4: And then the price is still quite high. I think otherwise, I do sit and look for a specific brand, which yes very, which are quite expensive. So maybe that then also price still just.

00:04:45
Speaker 1: Then playing along.

00:04:47
Speaker 4: No, not yet no.

00:04:50
Speaker 1: But you also sell your own clothes, so.

00:04:52
Speaker 4: Yes.

00:04:54
Speaker 1: Then again, you got rid of that nicely.

00:04:56
Speaker 4: Yes.

00:04:58
Speaker 1: And with furniture? How do you stand on second-hand furniture, or do you also sell your own furniture.

00:05:06
Speaker 4: Both so I have and sell second hand furniture as well.

00:05:08
Speaker 1: Yes.

00:05:10
Speaker 4: Also buy, so we look pretty often on Marketplace me now especially, but also with our little son want, the comode we bought second hand. Still some things, the closet we have is second hand, closet. And sell also some things several things, we put on Marketplace and sold.

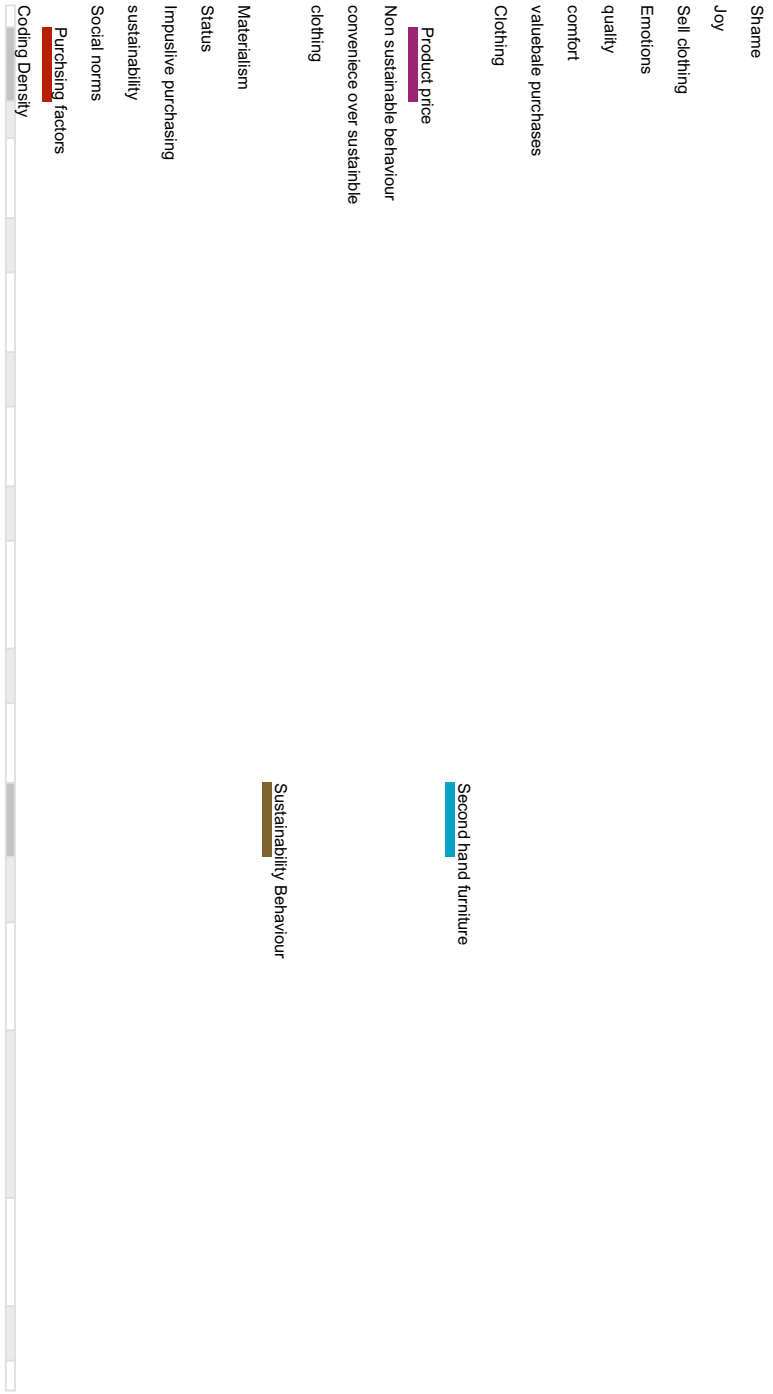
00:05:34
Speaker 1: And with furniture, what is the reason that you do that more quickly, buy a used something?

00:05:44
Speaker 4: Yeah, it's a good question, maybe because you're not wearing anyway, maybe it's already playing into it. Not very much, not that that's so much in my head of hey I'm not going to put it on, or something like bah that's dirty. Not necessarily. But then again, why don't you do it yet, huh qua. Maybe it's also price than that second-hand furniture is a lot better than with new. And maybe to the clothing brand I'm looking at it's not too bad then.

00:06:22
Speaker 1: Yes, and then with furniture you are looking for something of a certain brand, as with clothing.

00:06:27
Speaker 4: No so then just a comode is a comode.

00:06:34
Speaker 1: And in addition to second hand furniture, if you were looking for furniture, but



also equipment for your home and in you would look at of well how energy efficient is this or does this use recycled material and look less at how fashionable something is. How would you feel about that? Or isn't something you're already doing?

00:06:59
Speaker 4: Not so much but that's what I would start looking at a little bit more in the future, I think yes, and not so much during a process, more in terms of manufacturing something.

00:07:13
Speaker 1: Yes.

00:07:14
Speaker 4: I think it will still come later. But I think just more to look at how economical is something actually. My TV which is pretty old already, then I'm not going to get rid of it yet, but if the next one yes that even already uses much less power anyway, but that's too, then I would look at yes.

00:07:29
Speaker 1: Yes, and why would you look at that then?

00:07:34
Speaker 4: After on the one hand also because it's just also the electricity just if you can save something on that, it's also just a good thing, and in addition to that also just because it's good for the environment, anyway good to be economical in.

00:07:51
Speaker 1: Yes, and what would, what is at the moment then that plays more into it, how ecofriendly something is or how fashionable something is?

00:08:03
Speaker 4: I look, I think now in terms of electrical appliances I don't see, can't really be fashionable, so then it would be more ecofriendly. Yes.

00:08:14
Speaker 1: Yes, and with a sofa or a chair on the table.

00:08:22
Speaker 4: Yes, that's really what it looks like anyway.

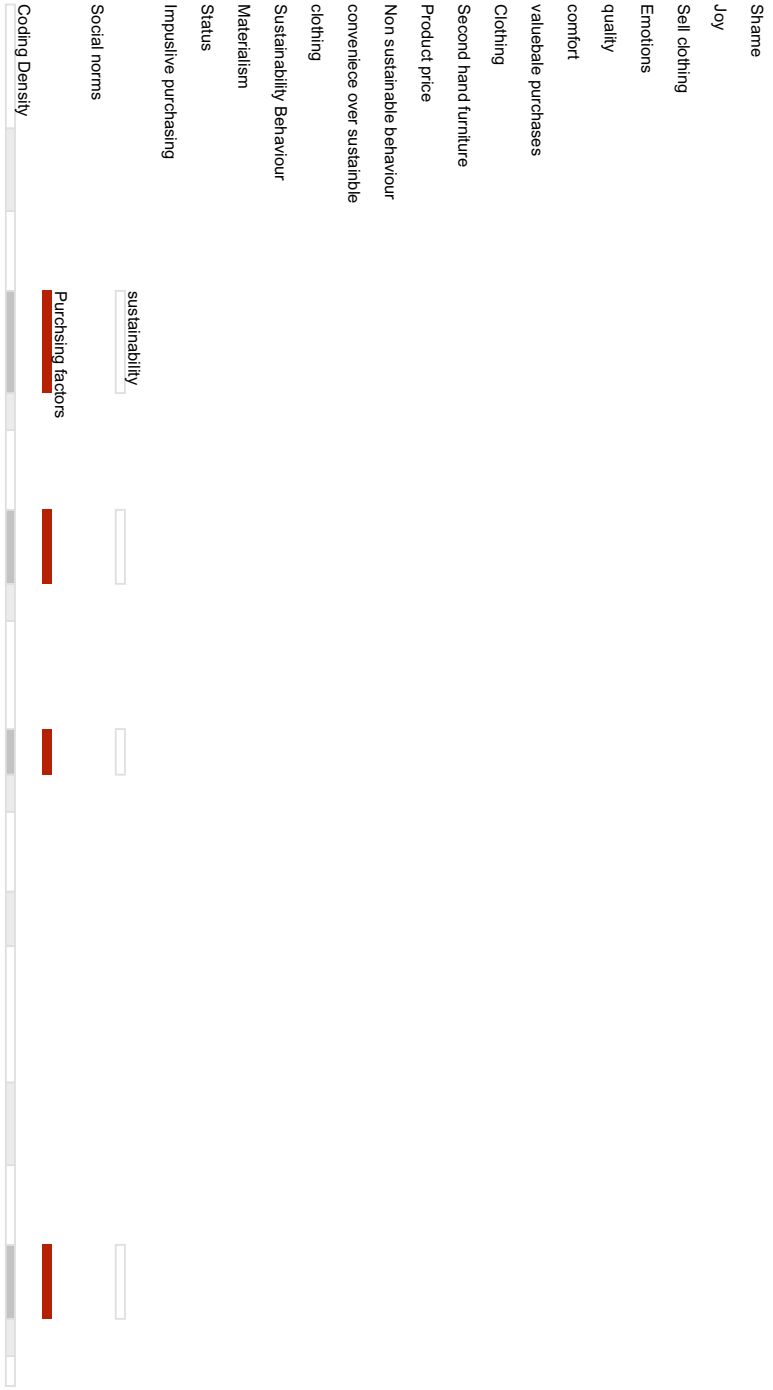
00:08:23
Speaker 1: Yes and suppose you have, for example, with some appliances with an oven, or I'll just name something, it says kind of provide energy or something.Ste we would also do something for furniture? Would that then have an effect on what you buy then?

00:08:48
Speaker 4: Yes, maybe none, maybe not yet, but it can be imagined that at some point ,that would be.

00:09:01
Speaker 1: Yes,

00:09:01
Speaker 4: Yes I do think that then I think that as we become more aware of what and how much energy costs a lot yes, how much it costs shall I say sustainability and in terms of consumption. Then I think that indeed that can play a part in the choice.

00:09:25
Speaker 1: Yes.



00:09:25

Speaker 4: Yes, then not so much, I think right now the choice does not depend on it. No, I think if now something is nice, one is nice than the other, but it did cost a little bit more in terms of mileage consumption then I would still go over a nicer one, I think.

00:09:45

Speaker 1: Okay, and those last few questions are kind of about your purchases compared to your surroundings. Have you ever had that when you've bought something new, that you like to then show it off to others or like to tell them of oh I have a new bike or something?

00:10:09

Speaker 4: No not so, of course would like to hear a compliment but don't go looking for it.

00:10:16

Speaker 1: In conversations or on social media?

00:10:25

Speaker 4: No, no

00:10:30

Speaker 1: Is there a reason for it?

00:10:30

Speaker 4: Yeah my whole childhood, no haha. I think it's just not like that, that it's just not in my nature to then go take pictures and then put them on Instagram, or something or to immediately bring it up to people that I then speak to or. I don't know no.

00:10:49

Speaker 1: No.

00:10:49

Speaker 4: No don't know no.

00:10:51

Speaker 1: And do you ever find that when you've bought something that you start comparing it very much with, say, something of your best friend, suppose you bought the same bike. Would you then, that you ever compare that? That can also be in a positive way like oh cool your bike, also nice, or maybe you're a little disappointed that his bike has five gears and yours four.

00:11:21

Speaker 4: Yes, this is going to be about a car now, because a bicycle I don't care that much about.

00:11:25

Speaker 1: Yes, exactly.

00:11:26

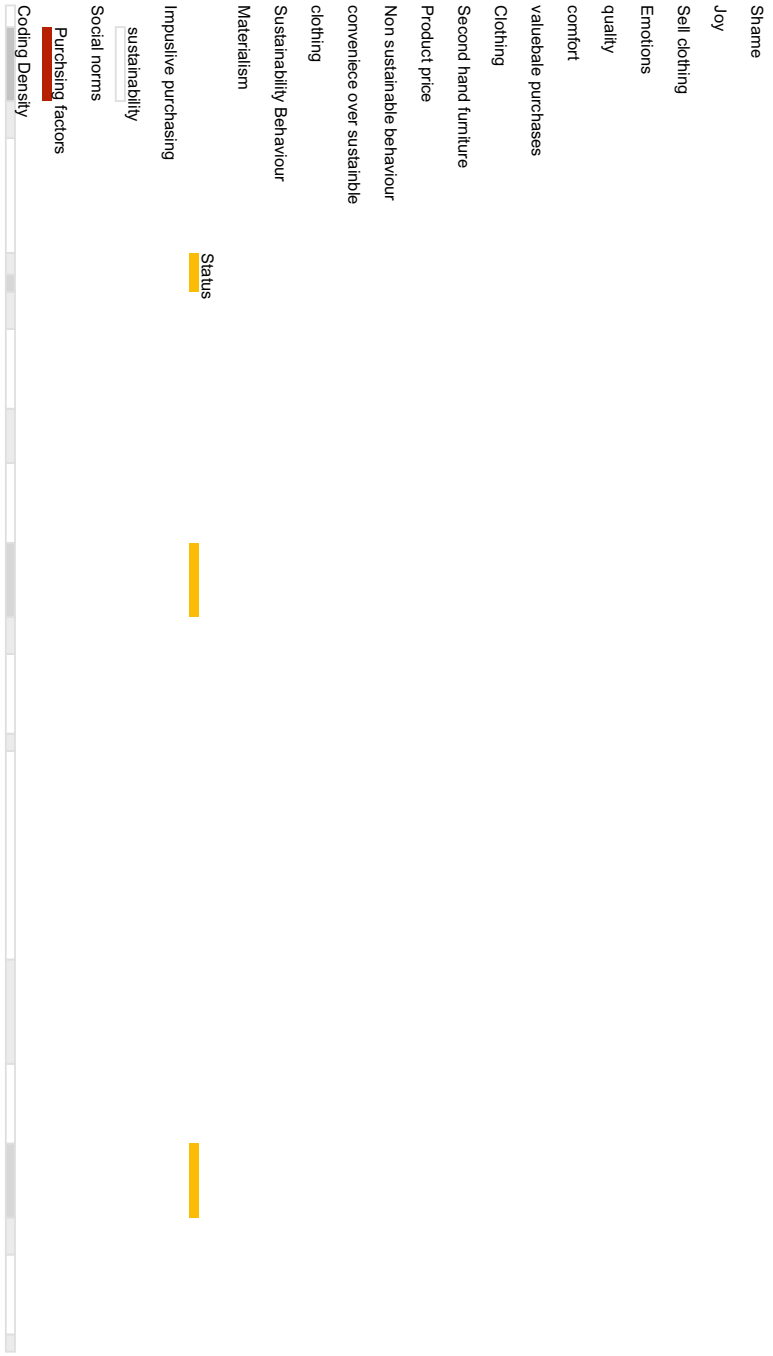
Speaker 4: Yes, I would then yes, if you do have a lesser one. That would be me with the next one. The one I have now, I can't really show off with, to say the least. But then with the next one it would be nice if it is nicer than the one my friend has.

00:11:43

Speaker 1: So you would compare a little bit there.

00:11:45

Speaker 4: Yes indeed.



00:11:48
Speaker 1: And does that affect what you're buying, that? You're engaged in that then?

00:11:54
Speaker 4: Yes, yes with the car it is.

00:11:56
Speaker 1: Yes. Why is that?

00:12:01
Speaker 4: Still think you do care what then, what someone else thinks about that.

00:12:06
Speaker 1: Yes, that then contributes to the choice.

00:12:11
Speaker 4: Yes, yes.

00:12:08
Speaker 1: And how would you feel if other people very much compared their purchases with yours right?

00:12:23
Speaker 4: Yes, they do that too so I do not care there a little bit then, I think yes.

00:12:33
Speaker 1: That wouldn't give you an unpleasant feeling or a good feeling?

00:12:36
Speaker 4: Yes, if that does make a very big difference in what it is then yes, then that's your effing that's a shame, isn't it. Just swallowing I would say.

00:12:50
Speaker 1: Yes. But you've experienced something like that where you notice that maybe someone was showing envy or was jealous?

00:13:00
Speaker 4: Yes, firmly.

00:13:02
Speaker 1: Do you have an example that you can cite?

00:13:07
Speaker 4: No, yes, I'm digging for a moment but. No I don't have a very clear example

00:13:25
Speaker 1: No, but you have the idea that something like that has occurred?

00:13:28
Speaker 4: Yes, yes yes yes.

00:13:30
Speaker 1: And have you ever felt the need to buy something because of your environment, could be now, but also in the past to buy something because of your environment so, for example, everyone has a new iPhone that you should also have the latest one?

00:13:44
Speaker 4: Absolutely.

00:13:46
Speaker 1: Can you tell at what or why that is?

00:13:52
Speaker 4: Yes with Iphone. I have the 11 pro now so eventually friends of mine, yeah they had em too and that's actually, that it was just in terms of picture taking that it was super fat. So yeah so, that did drive, and partly contributed to that that I bought it too.

00:14:15
Speaker 1: So you're saying because those pictures, because that one was better in terms of functionality.

00:14:19
Speaker 4: Yes, exactly.

00:14:21
Speaker 1: Do you have is, are there other reasons why you really wanted to buy that then also?

00:14:32
Speaker 4: Specifically for that Iphone or just plain?

00:14:35
Speaker 1: No you can be for anything, for anything else on what you used to experience something?

00:14:42
Speaker 4: Anyway back in the day, in my youth that very much in terms of brands that you saw that.

00:14:48
Speaker 1: Yes.

00:14:49
Speaker 4: So that in my time there was a lot of Diesel Replay, Tommy Hilfiger, those were the brands that you had to wear to fit in. Everyone at school wore them and you had to wear them too? I'm just thinking of other, slightly more recent examples, but a telephone is the most common.

00:15:18
Speaker 1: Who it annoys that you feel like you want that Iphone too?

00:15:27
Speaker 4: No, no.

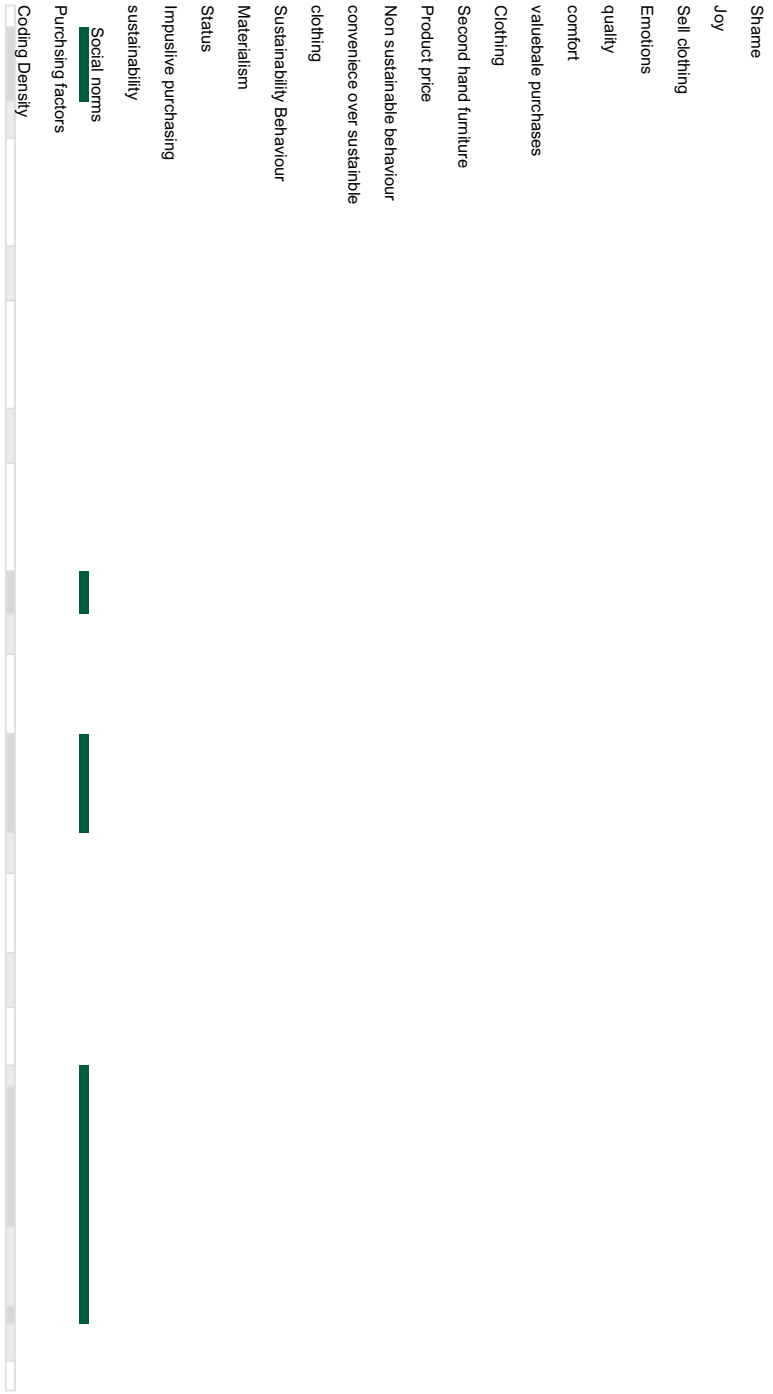
00:15:27
Speaker 1: No it doesn't.

00:15:27
Speaker 4: It would be different, I think, if it was with everything that I would see in other people, but then I don't have that so much. But I guess my phone is an exception to that then. Previously also really clothes, and now I think that's also less and also shoes before. But that was that, you see less or I have to think very much so this is really very cool.

00:15:49
Speaker 1: Yes.

00:15:52
Speaker 4: Then maybe yes.

00:15:53
Speaker 1: Okay, okay, well all right, that was actually all the questions.



00:15:58

Speaker 4: Am I saying think, watches too yes. I did have one once. I like Daan's watch, so I got one once, but I couldn't afford it because it was on. So then I got one that looked a bit like it, which was still reasonably affordable.

00:16:14

Speaker 1: Yes.

00:16:16

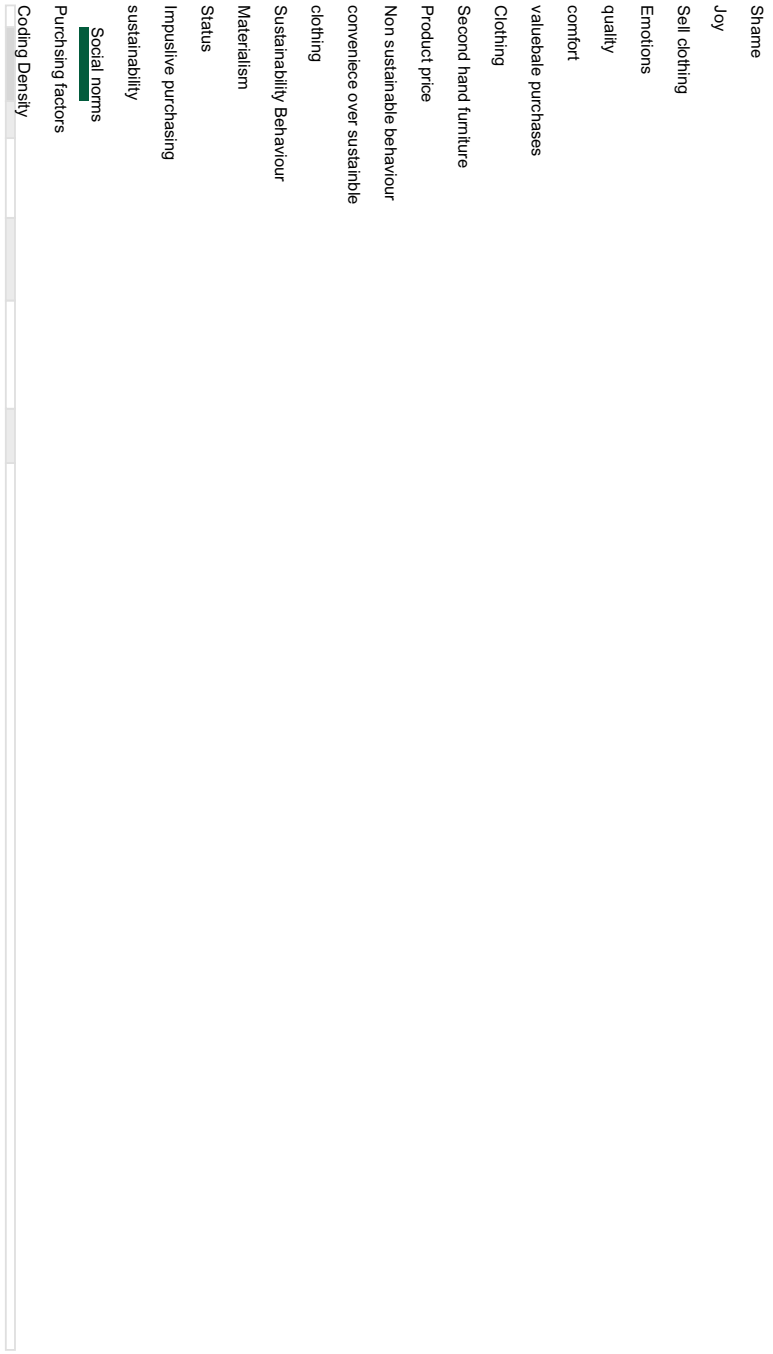
Speaker 4: And then did see something at someone else's place, and think that's cool, cool thing.

00:16:21

Speaker 1: Yes so but because you so nice for not because you thought I should have that one.

00:16:27

Speaker 4: Just because I thought it looked nice.

00:16:30

Speaker 1: Okay, no, top all clear then there were all the questions.