

University of Twente

Does it suit or not?

The experiences with the sheltersuit and its reputational effect on Tactus

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Abstract

Introduction: Mission and strategy are important terms when it comes to corporate reputation. In this research we will investigate the interaction of mission, strategy and reputation of the relief organization Tactus. The nonprofit organization Sheltersuit and homelessness will function as the research setting in this study. Homelessness has been a problem for many decades, all around the world. The sheltersuit, a wind- and waterproof suit is fabricated to provide homeless with a safe place to sleep. In order to incorporate the sheltersuit in Tactus' strategy to help the homeless, it is important to first find out how homeless experience the sheltersuit. And the difference between Sheltersuit and Tactus in their current strategy to help the homeless is an interesting research area because it will give insight into the consequences of a certain strategy for a reputation.

Objective: The aim of this study is to give advice to Tactus about whether to implement the sheltersuit in its strategy or not and to get more insight in the experiences with the sheltersuit in general, from the group for whom the suit is meant for, the homeless. Our research questions are as follows: 'How do homeless experience the sheltersuit?' and 'What is the effect of the sheltersuit on the reputation of Tactus?'.

Method: Through the use of interviews, an interpretative phenomenological analysis (IPA), we answered questions about the experiences of homeless with the sheltersuit. Parallel to this, an online experiment gave insight in the possible effect of the sheltersuit on the reputation of Tactus and the effects of the sheltersuit on the intention to donate to Tactus among the general Dutch public.

Results: Homeless showed to experience the sheltersuit as a useful product for them to stay warm and dry and the suit reduced feelings of stress and pressure about staying outside. Furthermore, homeless who want to stay outside experienced the sheltersuit as a personal solution. Some homeless experienced the sheltersuit as a trading product for other homeless, which led to opinions about only handing the suit out to homeless who really need a suit and are able to look after it.

No significant effect was found of the incorporation of the sheltersuit in Tactus' strategy on the reputation of Tactus. We also found no effect of the sheltersuit on the intention to donate to Tactus. This research did show a significant difference between the intention to donate money to Tactus in the near future and the will to donate specifically to a cooperation campaign between Sheltersuit and Tactus; the general Dutch public stated to have a greater intention to donate to such a cooperation campaign than to Tactus alone.

Discussion: Based on these results we can advise Tactus to include the sheltersuit in their strategy; for we found no negative consequences for their reputation and mainly positive consequences for the homeless. Therefore, we are able to state that organizations who focus on helping the homeless and who are considering using the sheltersuit do not have to fear a negative impact on their reputation (researched with the general Dutch public as stakeholders).

Keywords: Reputation, Sheltersuit, homelessness, mission, strategy

Samenvatting

Introductie: Missie en strategie zijn belangrijke termen als het gaat om bedrijfsreputatie. In dit onderzoek zullen we de interactie tussen missie, strategie en reputatie onderzoeken van de hulporganisatie Tactus. De non-profitorganisatie Sheltersuit en dakloosheid zullen fungeren als de setting in dit onderzoek. Dakloosheid is al tientallen jaren een probleem, over de hele wereld. De sheltersuit, een wind- en waterbestendig pak wordt gefabriceerd om daklozen een veilige slaapplek te bieden. Voordat Tactus besluit om de sheltersuit op te nemen in haar strategie om de daklozen te helpen, is het belangrijk om erachter te komen hoe daklozen de suit ervaren. En het verschil tussen Sheltersuit en Tactus wat betreft hun strategie om daklozen te helpen is een interessant onderzoeksgebied omdat het inzicht zal geven in de consequenties van een bepaalde strategie op een reputatie.

Doel: Het doel van dit onderzoek is om Tactus te adviseren over het al dan niet implementeren van de sheltersuit in haar strategie en om meer inzicht te krijgen in de ervaringen van daklozen met de sheltersuit in het algemeen. Onze onderzoeksvragen zijn als volgt: 'Hoe ervaren daklozen de sheltersuit?' en 'Wat is het effect van de sheltersuit op de reputatie van Tactus?'

Methode: Door het gebruik van interviews, een interpretatieve fenomenologische analyse (IPA), hebben we vragen beantwoord over de ervaringen van daklozen met de sheltersuit. Parallel hieraan gaf een online experiment inzicht in het effect van de sheltersuit op de reputatie van Tactus en het effect op de intentie om te doneren aan Tactus onder het algemene Nederlandse publiek.

Resultaten: Daklozen ervoeren de sheltersuit als een nuttig product om warm en droog te blijven en de suit verminderde gevoelens van stress wat betreft buiten blijven. Bovendien ervoeren daklozen die buiten willen slapen de sheltersuit als een persoonlijke oplossing. Sommige daklozen ervoeren de suit als een handelsproduct onder andere daklozen, hetgeen leidde tot meningen over het slechts uitdelen van de suit aan daklozen die de suit echt nodig hebben en daarnaast in staat zijn om erop te passen.

Er werd geen significant effect gevonden van de incorporatie van de suit in de strategie van Tactus op de reputatie van Tactus. We vonden ook geen effect van de sheltersuit op de intentie om te doneren aan Tactus. Dit onderzoek toonde wel een significant verschil tussen de intentie om in de nabije toekomst geld te doneren aan Tactus en de intentie om specifiek te doneren aan een samenwerkingscampagne tussen Sheltersuit en Tactus; het algemene Nederlandse publiek had een grotere intentie om aan een dergelijke samenwerkingscampagne te doneren dan aan Tactus alleen.

Discussie: Op basis van de resultaten kunnen we Tactus adviseren om de sheltersuit op te nemen in haar strategie; we vonden namelijk geen negatieve consequenties voor de reputatie en vooral positieve consequenties voor daklozen. Daarom zijn we in staat om te stellen dat organisaties welke zich richten op het helpen van daklozen en die overwegen om de sheltersuit hiervoor te gebruiken, geen negatieve impact op hun reputatie hoeven te vrezen (onderzocht onder het algemene Nederlandse publiek als stakeholders).

Sleutelwoorden: Reputatie, Sheltersuit, dakloosheid, missie, strategie

Preface

While writing the last sections of both my theses, *'Does it suit or not'* and *'The suitability of the sheltersuit'*, the thermometer outside my house indicates a temperature of minus two degrees. During last night it was minus seven degrees, which is the current feeling temperature outside, according to the internet. It is freezing!

The past year I have been occupied with and deepened myself into homelessness. I have spoken to homeless themselves and professionals who work with homeless every day. I have seen how homeless live in the streets and I have seen the day and night shelters they spend some of their time. The current temperatures outside make the distressing living conditions of homeless evident again. Staying outside, without having a home or place of your own, is in itself already challenging. But during these extreme weather conditions it is really problematic.

It was very interesting to talk to several people about the sheltersuit, a product fabricated in order to help the homeless staying warm and dry during cold times as these. With my research I hope to contribute to improvements and solutions around homelessness. I wish it contributes to insights into the opinions of the general Dutch public and the homeless on homelessness in general and the sheltersuit specifically.

I want to thank my three research supervisors for offering the possibility of and cooperating together with me in this special two folded research. Next to this, the two investigations would not have been possible without the cooperation of the homeless and the professionals of Tactus, special thanks to them. I believe we found a lot of useful information in order to receive more insight into homelessness, shelter organizations and the use of the sheltersuit for both groups. It could serve as the basis for further research and could offer some practical handles for shelter organizations and Sheltersuit.

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Introduction

Mission statements are an essential part of the strategic planning and implementation process that can provide direction to choices in strategic direction (Sattari, Pitt, & Caruana, 2011). A mission is an overriding purpose in line with the values or expectations of stakeholders (Cornelissen, 2004). Strategies are the ways or means in which the corporate objectives are to be achieved and put into effect (Cornelissen, 2004). Mission and strategy could have impact on individuals' collective representation of past images of organizations that are established over time, called the corporate reputation (Cornelissen, 2004).

This research will focus on the interaction of mission, strategy and reputation within the Dutch relief organization Tactus, which has homeless as a target group. The nonprofit organization Sheltersuit and homelessness will function as the research setting in this study. Sheltersuit fabricates wind- and waterproof coats combined with a sleeping bag for homeless people to sleep in on the streets, called sheltersuits ('Sheltersuit', n.d.). The organization wants to deposit these sheltersuits to several relief organizations such as Tactus, which currently offers homeless the possibility of shelter during the night through and in association with several other organizations. Tactus wants to know what the impact of the incorporation of these sheltersuits in their strategy is on their reputation. The organization fears a negative effect of the use of the sheltersuits because they might communicate the wrong message with it: the sheltersuits could function as a facilitation for sleeping in the streets while the organization, just as most other homeless relief organizations, actually wants to get homeless off the streets. The mission of the relief organization and Sheltersuit matches: both are to help the homeless. The strategy of Tactus and Sheltersuit to reach this goal differs though. Because there is no information available yet about the experience with the sheltersuit from the group for whom the suit is meant for, namely the homeless, it is also important to get insight in the impact of the sheltersuits in general and on stakeholders of Tactus in order to create and accommodate a strategy using the sheltersuit and test its effect on the reputation of Tactus.

This research will therefore investigate two aspects: the experience with the sheltersuits in general, measured among the homeless, and the opinion about the sheltersuit and effects of the incorporation of the sheltersuit in the strategy of Tactus on their reputation, measured among the general Dutch public. Related to this, we will investigate the effects of the sheltersuit on the intention of the Dutch public to donate to Tactus and the intention to donate specifically to a cooperation project or campaign between Sheltersuit and Tactus. The two studies will be conducted in parallel, so they are non-serial studies. The aim of this general study is to get more insight in the experiences with and the usefulness of the sheltersuit in general and, related to this, to give advice to Tactus about whether to implement the sheltersuits in its strategy or not. Our research questions therefore are as follows: 'How do homeless experience the sheltersuit?' and 'What is the effect of the sheltersuit on the reputation of Tactus?'

Theoretical framework

Mission and strategy

As mentioned in the introduction above, mission statements can provide direction to choices in strategic direction (Sattari et al., 2011). An organization's strategic agenda (Dutton, 1986) or issue portfolio (Pondy & Huff, 1983) refers to the set of issues that consumes top decision-makers' collective attention at any one time (Dutton & Penner, 1993). The mission of Tactus, a Dutch organization focusing on helping people with an addiction, is minimizing the risks to the health and safety of its target groups and society as a result of substance use and addiction behavior ('Missie', n.d.). Their strategy to achieve this is to offer these people, for instance homeless, appropriate help and when needed shelter during the night through and in association with several other organizations. This strategy is comparable with other relief and shelter organizations that focus on homeless in the Netherlands. Data in the United States show that in 2009 38 per cent of the homeless people had problems with alcohol; 46 per cent with drugs; and 45 per cent with non-addiction mental health disorders (Burt & Aron, 2000). Because some homeless people might be homeless caused to their addiction, Tactus will often have contact with these people. Tactus is located in the following 19 cities in The Netherlands: Almelo, Almere, Apeldoorn, Brummen, Deventer, Dieren, Emmeloord, Enschede, Hardenberg, Harderwijk, Hengelo, Kampen, Lelystad, Rekken, Warnsveld, Winterswijk, Zeewolde, Zutphen and Zwolle.

The aim of the non-profit organization Sheltersuit is to produce and distribute as many sheltersuits for the homeless as possible, who are sleeping outside during extreme cold weather. To date, approximately 3500 sheltersuits have been produced by Sheltersuit, of which around 1000 sheltersuits were distributed to the homeless in Europe. Approximately 600 of these sheltersuits have been distributed to homeless in the Netherlands (J.R. Barkel, personal communication, March 8, 2019). The other suits were made for refugees. The mission of Tactus matches with the mission of Sheltersuit: to help the homeless. The strategy of the relief organization and Sheltersuit to reach this goal differs though: offering shelter as core aspect or offering a safer or alternative way of sleeping in the streets. Providing the sheltersuit could have several possible consequences: it could for instance maintain the problem of homelessness or it could offer a (temporary) solution.

Reputation

A change in corporate strategy could influence the corporate reputation; publics also assess firms on the basis of the payoffs likely from their managers' choice of business and corporate strategies (Fombrun, & Shanley, 1990). While identity is primarily an internal perspective, reputation is an external one (Roper & Fill, 2012) and the distinction between the two depends upon the perspective of the observer (Urde & Greyser, 2016). In essence, corporate brand identity is about the organization and its management's perceptions, while reputation is all about stakeholders' perceptions (Balmer, 2012). We can define the concept 'stakeholder' as any group or individual who can affect or is affected by the achievement of the organization's objectives (Freeman, 1994). Tactus makes use of different ways of income: through the government, through health insurers and through donations. We could state that these incomes are of importance for the future of the organization. According to Mitchell, Agle, and Wood (1997) classes of stakeholders

can be identified by their possession or attributed possession of one, two, or all three of the following attributes: (1) the stakeholder's power to influence the firm, (2) the legitimacy of the stakeholder's relationship with the firm, and (3) the urgency of the stakeholder's claim on the firm. This stakeholder theory produces a comprehensive typology of stakeholders based on the normative assumption that these variables define the field of stakeholders: those entities to whom managers should pay attention (Mitchell et al., 1997). We could state that homeless are the stakeholders that have a lot of the factor 'urgency' for the relief organization and that the donators, government and health insurers and other general public are stakeholders who possess 'power' to influence the firm. This makes all stakeholder groups and their opinion of importance to the relief organization.

According to the American Heritage Dictionary (1970: 600) 'reputation' is 'the general estimation in which one is held by the public' (Fombrun & Van Riel, 1997). Fombrun and Rindova (1996) plead for an integrative view on reputation with the following definition: A corporate reputation is a collective representation of a firm's past actions and results that describes the firm's ability to deliver valued outcomes to multiple stakeholders. It gauges a firm's relative standing both internally with employees and externally with its stakeholders, in both its competitive and institutional environments (Fombrun & Van Riel, 1997). According to Gotsi and Wilson (2001) a corporate reputation is a stakeholder's overall evaluation of a company over time. This evaluation is based on the stakeholder's direct experiences with the company, any other form of communication and symbolism that provides information about the firm's actions and/or a comparison with the actions of other leading rivals. We could state that the reputation of Tactus is of importance in order to preserve their stakeholders, the gifts of the donators and money from the government and health organizations. So Tactus could benefit from a positive reputation in order to do their work and receive income and subsidy. Therefore, it is important to research the effects of the sheltersuit on the reputation of the relief organization, focused on the homeless.

Homelessness

Homelessness can be defined simply as the inability to secure regular housing when such housing is desired (Schutt & Garrett, 1992). It is a huge problem all around the world. As Schutt and Garrett (1992) put the problem: 'huddled in doorways and on heating grates, standing in lines at soup kitchens and shelters, homeless persons have become an all-too-familiar part of urban American life. Each winter, newspapers report the tragic deaths of these people by freezing in the streets'. Homelessness has important health implications. Homeless people are at increased risk of dying prematurely and suffer from a wide range of health problems, including seizures, chronic obstructive pulmonary disease, musculoskeletal disorders, tuberculosis, and skin and foot problems (Hwang, 2001). According to Hwang (2001) homeless people also face significant barriers that impair their access to health care. The amount of homeless in the Netherlands was estimated at 31.000 in 2015 ('Dakloos: vaker jong,' 2016). But hidden and transient lifestyles make the number of (world) homeless adolescents hard to estimate; the absence of information about some homeless makes the calculation more difficult (Ringwalt, Greene, Robertson, & McPheeters, 1998). A rough estimate is that there are 30–170 million homeless worldwide (Farrow, Deisher, Brown, Kulig, & Kipke, 1992). This indicates the size of the problem of homelessness and the need for certain solutions.

The sociospatial context of shelter and human services for homeless persons to a large degree defines the geography of homelessness (Takahashi, 1996). We can divide research on homeless services into two major groups: those focusing on the service needs or demands by homeless individuals, and those focusing on the supply or provision of services. The sheltersuit is a product which we could see as the sociomateriality of an invention in order to prevent homeless from freezing on the streets. Therefore, it can be placed into the first group of homeless services: the sheltersuit is a service homeless people could use in order to sleep in on the streets. The organization Tactus can be placed in the second group of homeless services: they focus on the provision of services. The term sociomateriality is the fusion of two words: social and materiality (Leonardi, 2012). Sociomateriality is recognition that materiality takes on meaning and has effects as it becomes enmeshed in variety phenomena like decision-making and strategy formulation, that is typically defined as 'social' (Leonardi, 2012). Huopainen, & Satama, (2017) state that clothing and dress connect closely to intriguing topics such as sociomateriality in organizational life as well as to subjectivity, agency, spatiality and embodiment in organizational life. This is because a myriad of personal experiences, emotions, affects, aesthetic ideals, memories and meanings become woven into the material clothes we wear from day-to-day (Rippin, 2015). The sheltersuit is a form of a garment, or article of clothing and is therefore connected to sociomateriality. Clothes relate to our identities, embodied experiences, and social contexts, more broadly (Huopainen, & Satama, 2017). Acting as something of an intermediate skin, protection or aesthetic surface between 'inside' and 'outside' or 'us' and 'the world', the type of clothes we wear on the surfaces of our bodies make us act, move, perform and feel differently in our bodies, so they afford our bodies to do certain things. Sociomateriality is therefore closely interwoven with affordances (Faraj & Azad, 2012).

Affordances

The sociomateriality of the sheltersuit and the experiences of the sheltersuits in general are of importance for this research. Affordances is an important term in this case; what we perceive are the affordances of the world (Gibson, 2000). So affordances are properties of the world that are compatible with and relevant for people's interactions (Gaver, 1991). The affordances of an object or environment are the possibilities for action called forth by it to a perceiving subject (Fayard & Weeks, 2007). The affordances of an environment arise from its social meaning, and conventional rules regarding use, in addition to its physical properties (Fayard & Weeks, 2007). In situation theory, abilities in activity depend on attunements to constraints, and affordances for an agent can be understood as conditions in the environment for constraints to which the agent is attuned (Greeno, 1994). Greeno (1994) explains that a constraint is a regularity involving situation types. A situation type is a class of situations with objects that have a specified property of relation. To further explain and as a simple example, consider moving from a hallway into a room in a building. An action that accomplishes that is walking into the room, which has the desired effect that the person is in the room because of the action. The relevant constraint is as follows: *{walk into the room}* → *{be in the room}*. Affordance conditions for this constraint include the presence of a doorway that is wide enough to walk through as well as a path along a supporting surface (Greeno, 1994). Studies of the affordances of everyday objects have demonstrated the utility of the theory for understanding how the design of an object impacts how people use it (Fayard and Weeks, 2007). This work has led to findings in three areas that suggest the applicability of affordance theory to the present question of the relationship between social interaction and organizational

setting. Fayards and Weeks (2007) distinguish the following three areas: visual cues, experiential and social convention. The first area can be explained as follows: we perceive the function of an object - from a door handle to the control panel of a nuclear power station - from visual cues in its design. Objects tend to be used as their designers expect when they are designed in a way that exposes their functionality. Secondly, the affordances of objects perceived by the people actually using them may be subtle and unrecognized by designers or managers until change occurs. Finally, the affordances of an environment arise from its social meaning, and conventional rules regarding use, in addition to its physical properties (Fayard and Weeks, 2007). The three areas are applicable to the sheltersuit: homeless perceive cues about what behaviors the suit affords, such as the sleeping bag-part affords them to sleep in the suit, and these perceptions shape behavior. Next to this, the actual users of the suit, the homeless, may perceive certain subtle affordances of the sheltersuit, which could be unrecognized by the designer Sheltersuit. Therefore, it is important to find out how the homeless experience and use the sheltersuit. Last, affordances, especially of man-made objects such as the sheltersuit, are linked to a complex web of cultural knowledge and conventional rules regarding use (Hutchby 2001). The three areas of affordances will therefore be used in explaining how homeless experience the sheltersuit.

Moral affordance, in our case, might have impact on the reputation of Tactus. We have to focus on the current approach of the organizations and the incorporation of the sheltersuit in their strategy. The opinion people have of these approaches and what they see of the sheltersuits plays a part in these moral affordances; when they see homeless using the sheltersuit to sleep in on the streets this could be judged as moral or immoral.

As mentioned above, the type of clothes we wear afford our bodies to act, move, perform and feel differently in our bodies. As a multidimensional, inherently personal and theoretically rich territory, clothing and dress intimately connect material cloth to our skin and bodies (Entwistle, 2009), self-image and the performing of identity and the staging self in the world (Butler & Trouble, 1990; Evans, 2003). A diverse body of research from a variety of disciplines considers the meaning of dress (the clothing and artifacts one wears) in society. The consensus in this literature is that clothing communicates strong and powerful messages (Burgoon & Saine, 1978; Conner, Peters, & Nagasawa, 1975; Forsythe, Drake, & Cox, 1985; Forsythe, 1990; Laver & Probert, 1982; Douty, 1973). Also Rafaeli and Pratt (1993) indicate the importance of dress in different settings: dress can reflect and create a variety of organizational dynamics. Dress can also affect individual and organizational outcomes, including employee compliance and legitimation and organizational image and utilization of human resource (Rafaeli & Pratt, 1993). The affordances of the sheltersuit, a form of clothing, are thus of importance for this research.

The conceptualization of the relational entanglements between homeless people and the city, a 'performative' approach to homelessness, is also of importance in the case of affordances (Lancione, 2013). Lancione (2013) mentions that only through a critical attention to these fluid and more-than-human details we will be able to re-imagine a different politics of homelessness. So we have to focus on the relationship between inhabitants of a city, in our case the general Dutch public, and the homeless.

This paper contains two separate research questions, which are conducted in parallel. So the results from the first research question will not be used for the second research question. Therefore, we will also describe the two research questions separately. The research questions in this paper are 'How do homeless experience the sheltersuit?' and 'What is the effect of the sheltersuit on the reputation

of Tactus?'. In order to investigate the effects of the sheltersuit on the reputation of Tactus and to give advice to Tactus about their organizational use of the sheltersuit it is needed and interesting to get more insight in the general experiences with and the usefulness of the sheltersuit, researched among the group for whom the suit is meant for: the homeless. Therefore, we will first describe this first research. Afterwards the second research will be proceeded.

Research question 1

Research question: How do homeless experience the sheltersuit?

Our dependent variables are all the factors homeless come up with when thinking about the sheltersuit and about using the suit. We aim to find out how homeless feel about the sheltersuit, how they use the suit and any other opinion or thought homeless have about the sheltersuit.

Method RQ 1

RQ 1: 'How do homeless experience the sheltersuit?'

Design

The experiences with the sheltersuit were researched with interpretative phenomenological analysis (IPA), which focuses on personal meaning and sense-making in a particular context and for people who share a particular experience (Quinn & Clare, 2008). The open and semi-structured interviews should give insight in the affordances of the sheltersuit and the experiences with it in general. IPA is concerned with the detailed examination of personal lived experience and with the detailed examination of particulars, first providing an in-depth account of each case before moving to look for patterns of convergence and divergence across cases (Eatough & Smith, 2017).

Participants

There is no rule regarding how many participants should be included in IPA research (Pietkiewicz, & Smith, 2014). It generally depends on the depth of analysis of a single case study, the richness of the individual cases, how the researcher wants to compare or contrast single cases and the pragmatic restrictions one is working under. IPA studies have been published with - for example - one, four, nine or fifteen participants. Larger sample sizes are possible but less common (Pietkiewicz, & Smith, 2014). In our case six homeless people were interviewed (N = 6), in order to get enough in-depth information and because of the small number of participants that meet the inclusion criteria for this study. They were recruited through the relief organizations Tactus, Humanitas and Leger des Heils, so all of them already had some sort of relation with these organizations. The participant selection aimed at variety in age and gender, as far as possible with this research group. The mean age of the interviewees was 48 (SD = 7,20). An overview of the interviewed participants is shown below in table 1. To ensure the privacy of the participants, no personal information is displayed, for example, their male-female distribution and the city in which the homeless live.

Table 1. An overview of the interviewed homeless

Label for interviewee	Duration using a sheltersuit
P	One winter
J	One and a half year
L	Two years
V	Six months
T	Six months
D	Only requested a suit

One of the inclusion criteria for homeless was that they should be or have been homeless at the time of the interview and should have used or currently are using the sheltersuit. A possible threat for the validity with this research group, which we must take into account, is that they might give socially desirable answers or hope to get something positive out of the answers they give.

The interviews were held at times and places considered convenient for participants. It is important to emphasize the difficulty of finding enough homeless people or ex homeless people that wanted to cooperate with the research, or any research in general. Most homeless people were very difficult to contact because of their way of living, mostly without any contact details like a mobile phone number or e-mail address, which substantiates Ringwalt et al. (1998) who state that hidden and transient lifestyles of homeless and the absence of information about some homeless makes their calculation difficult. Further it was not easy to win homeless' trust and motivate them which made it very difficult to take an interview with them. Eventually, we managed to include the homeless in this research by persistently searching for them with the use of several relief organizations, contact persons or by addressing them in person (for instance in the streets or at day shelters). Homeless were willing to cooperate with the research when realizing that they could be contributing to something and sometimes when finding out that cooperation would be completely anonymous.

Data collection- and analyses

All participants of this research had to fill in informed consent and were informed that they could quit the interview at any time. Only one interviewee refused to fill this in, but orally accepted to cooperate in the interview and answering our questions. During the interviews, at all time, one interviewer was present. Background information about the participants (for instance, gender, age and length of time of being homeless) was collected for insight in data variation of the respondents. During the interviews, open and semi-structured methods were used. In order to understand more about the lifestyle of the people for whom the sheltersuit is meant, namely homeless, we tried to question the interviewees also about this subject. This, to be able to put the sheltersuit in the right perspective. So all interviews started with an open part, inviting participants to talk freely about homelessness, as well as about the sheltersuit. Topics included in the semi-structured part of the interview were (1) experiences as homeless, (2) experiences with the sheltersuit, (3) their feelings and thoughts about the sheltersuit and (4) the affordances of the sheltersuit, in its three areas; visual cues, experiential and social convention. An overview of the exact questions is given in Appendix A. Interviews were recorded and completely transcribed. Each transcript was read and analyzed by the researcher and, if needed, checked by or discussed with a second researcher to increase the

descriptive validity (Maxwell, 1992). Codes were attributed to relevant text fragments by the researcher and were then discussed with a second researcher. In case of disagreement, a third researcher was consulted. These second and third researchers were involved in the current research as supervisors and both faculty members, one working in the communication Studies department and one in the Psychology department. After that, codes were grouped into categories and themes with the help of the software ATLAS.ti, made for tracking code creation.

Results RQ 1

Below a short impression of all the six homeless is expanded. The impressions are divided in the following three subjects: homelessness, affordances and experiences. After the six parts, the researcher tried to make sense of the content of the impressions and quotes of the homeless.

Participant 'P'.

Use sheltersuit: 1 winter

Homelessness

Tiring

'If you are homeless, I say that honestly, you cannot imagine what that is like. It is so extremely tiring. Even though you do nothing all day. Never having your own place where you can close your door and lie down. You are always with someone else, or at an organization, nothing is yours. You're not able to rest in such a situation, you always feel hounded. Yes, from another point of view, it might not seem so important to be homeless. But it's a nasty situation, it's three times as exhausting as when you have your own bed. It's very different. It is inconceivable.'

'I never thought that this would happen to me, ever. I always thought I had a safety net, but no one helped me.'

'Most people look down on you as a homeless person.'

Affordances sheltersuit

Warmth and staying outside

'It was very nice to have a sheltersuit, because therefore you were able to stay warm.'

'The sheltersuit was fully padded, very warm, so you were able to stay outside with minus twenty degrees.'

Less stress

'If you have such a sheltersuit, you might feel less pressure or stress about staying outside. Because the suit provides more warmth than when you are in the street without a suit. Maybe you would stay out a bit longer with a suit.'

'I think it's smarter to fabricate more different models of the suit. If you only have one model and you only wear the coat, people are able to see from a kilometer away 'that is a

homeless person who is wearing a sheltersuit'. I think it's better when the suit looks like a normal winter coat. As a homeless you are already being looking down on. That does not happen if the suit looks like a more unobtrusive standard coat.

Experiences sheltersuit

A solution

'I got a sheltersuit because I really needed one, because I was homeless at the time. There the suit was meant for. In those winter months, it really was a solution. I could just pick up a suit (at Leger des Heils). On the inside the sheltersuit had pockets, that was nice. But the jacket could have been made a little warmer and slightly larger, in my opinion.

'I had access to a flat, with five floors and a staircase up to a sixth floor. Up there, there was a very small area. Through there, you could get to the roof, but further the area led to nowhere. In that area I stayed with my sheltersuit. I also left the suit behind there, in order to come back at nighttime. But after a few weeks the suit was gone. They had thrown it away. My mother even went to the building. The building manager said to her: 'Yes yes the suit was from a wanderer, a homeless'. Then my mother said to him: 'Hello those are also people'. But that is when I lost the suit. I still owned the coat. Finally, I returned the coat to Leger des Heils, to the Used Clothing, because it was too small for me. Otherwise I would have used the coat for a few more winters.

Participant 'J'

Use sheltersuit: 2 winters; one and a half year.

Homelessness

Staying outside

'I do not want to sleep inside, in a shelter. I want to stay outside. Therefore, I sleep in the streets every night.'

Affordances sheltersuit

Warmth

'I found the suit very handy and I use it every night. The suit is warm and dry and that is nice. I also sometimes seek for carton to sleep on but I also sleep in the sheltersuit every night.'

Experiences sheltersuit

Using the suit

'During the summer I also keep the suit with me. I only use the bottom part during the summer and I leave the coat in the backpack. I make sure that I keep my eyes on the sheltersuit and I am very careful with it. Because I find the suit important.'

'During daytime in the summer, when I do not use the suit, I leave it behind at Tactus. There the suit is safe. At nighttime I always come back to pick up the suit to sleep in during the night.'

'They should not give the sheltersuit to everybody. There are also a lot of homeless, I don't want to mention names, who are not careful with their stuff. They leave things everywhere and because of that their stuff sometimes is taken away by others or by the police. Those people should not receive a sheltersuit.'

Participant 'L'

Use sheltersuit: 2 years

Homelessness

Dangerous outside

'I never sleep outside. That is dangerous. I fear to be frozen to death. When you lay still and you don't have any movement, that is dangerous. And when you are asleep, you don't perceive anything.'

'I once sat on stairs, outside. Someone, out of nowhere, sprayed with pepper spray. Luckily I had some water with me, because you have to flush it. Pepper spray bites very badly. Someone else did not have any water with him. He had pain for days.'

'I sleep every other night in the shelter. During the nights I don't stay there, I do a long walk: I walk around the city the entire night, while singing. I sing for about five and a half hours per night.'

Affordances sheltersuit

Only using the coat

'I always wear the coat of the suit. It is like your second skin. It is made from tent canvas. So it is like you're on holiday in your own coat. That works well when you're outside. The suit is really warm; it helps till about minus fifteen degrees.'

'I wear the coat every day, but I never use the bottom part of the suit. That part is too cumbersome, you cannot move when you wear it. Even though you can open the bottom of the sleeping bag, when you lay in it and a crazy person walks by, it takes too long before you open the sleeping bag and are able to stand up and get out.'

Participant 'V'

Use sheltersuit: 6 months

Homelessness

Fighting for everything

'It is hard to stay outside. And for such a long period. On the other side it is also a whole experience. You have to fight for everything. Every day you wake up and you don't have any income. I am addicted so every day I have to provide my addiction. But also to provide food and water. You have to fight for everything, every day again. That does make you appreciate other things more.'

Affordances sheltersuit

Waterproof and warm

'I stayed in a tent during the winter, so everything was moist and cold. There also was a lot of rain so therefore everything became wet. Those sheltersuits are waterproof and nice and warm, so you could lie nicely in the suit.'

'The suits are really warm and waterproof, absolutely. Outside it was minus sixteen degrees. And in the tent with the sleeping bag of the suit it was really warm. I even took off my coat and slept in my t-shirt, that is how warm the suits are. So the suit is very satisfying.'

'First I thought, what do I have to do with the suit? What can I do with it? But when I had the suit and could use it, I thought: that really is a solution. Even more because I did not have a tent at that time. A sheltersuit is really nice to have then. It makes it possible to just pick a place somewhere and go to sleep. Because the suit is waterproof and also soft, so you are able to lie down softly.'

Experiences sheltersuit

Shame

'There are more people who use a sheltersuit. But in general they keep that a secret. They don't want to show that they are using a suit. I think that is because being ashamed of it.'

Participant 'T'

Use sheltersuit: 6 months

Affordances sheltersuit

Handy but difficult

'The suit is convenient but also difficult because it is a fairly large bag. And for people who are really wandering, where should they store such a large bag? Like now, outside you do not walk around the entire day with a thick coat, and then also with the bottom part in a big bag. And when you keep the coat in the bag, you have such a big bag with you. You cannot carry that around the entire day. That is when it becomes difficult. Then you get the idea that people store their suits somewhere, for instance in the day shelter. But in the evening these are closed. Shit, now the suit is hanging there, they think. And then you just have to see where you get a suit from somewhere else. So the sheltersuits are big and difficult to carry around.'

Warmth

'But the suit is handy because you have a coat to sleep in plus the extra part, the sleeping bag. That it is a whole, that's what makes it ideal. I stayed outside with minus something degrees. The suit was ideal because I even really sweated during those nights, that is how warm the suit is.'

Experiences sheltersuit

Trading

'You know what the problem is; I noticed that some people tried to drive a trade in the suits. And that was not the intention of the sheltersuit. But there is nothing to be done against this,

is my opinion. It is important that relief organizations keep a file with who received a suit in order to counteract people who try to pick up suits at different organizations.'

Participant 'D'

Use sheltersuit: Only requested a suit

Homelessness

Annoying

'During the winter and the autumn, it is very annoying to stay outside. During the autumn, the largest problem is the moisture and wetness, during the winter the cold. It is annoying to walk around in the cold the entire day. Occasionally you use a public space, like the library, to warm up. But if the people at the library realize that you are a homeless, they start to act annoying because they rather lose you there.'

Affordances sheltersuit

A solution

'When I stayed outside I thought about the suit: that is a solution for me to get through the cold. All I had was a little tent, a mat and an army-sleeping bag. Those are quite warm and you can manage with it, but it was very cold during that winter.'

'The fabric of the suits breathes badly. You sweat a lot in in and it gets hot. But the suit is nice. I was happy that the suit comes with a backpack in order to take the suit with me. And that there is enough space in the backpack to put other things in it when you have the coat on. That was nice about the sheltersuit.'

Experiences sheltersuit

Summer version of the coat

'It would be nice to be able to take out the inner lining of the coat and if the suits would be able to air more, in order to make them less warm. Or to fabricate a summer version of the coat, you see that more often with coats. For instance, by making zippers on both of the sides of the coat. That would make it possible to use the coat during all seasons. Because right now, homeless lose the suit during the summer. Because you are not a 'pack donkey'. You cannot carry around that ballast the entire day, because that is what it is: ballast. The sleeping bag and the backpack are both nice, they do not need any improvements.'

Cross case themes

Homelessness

Trying to explain the hard reality of being homeless and the difficulties homeless experience, homeless refer to words as nasty, tiring, hard and dangerous. The exhausting lifestyle of homeless, because of the lack of privacy and the lack of a place of their own, clearly emerged. Next to this, the submissive and degrading position a homeless sometimes experiences is striking. While the cause of becoming homeless is not clearly explained by most homeless, possibly out of shame or for other reasons, most homeless only refer to the downsides of living in the streets or in shelters. Homeless P states that he feels that others, non-homeless people, cannot imagine what it is like to be a homeless. It showed to be unbelievable how different it is to be a homeless compared to having a private place to live. This might explain the feelings of subordination and being looked down on,

which homeless experience. This might connect with the feelings of shame homeless V speaks about; while some homeless own a sheltersuit, they do not want to wear the suit. This could possibly be explained by being ashamed of homelessness, and the sheltersuit might give away their homeless position.

While one homeless (J) claimed not wanting to stay in a shelter, one other homeless (L) fears to sleep outside. Trying to explain this fear, he enlarges upon the lack of being able to perceive things while sleeping in the streets and bad past experiences. This caused the statement of the dangerousness of sleeping outside. The result of this fear is that L only gets some sleep every other night, in a night shelter. The remaining nights he just wanders around in the streets, without sleeping, while singing. This showed us another example of the hard reality of being a homeless and possibly makes it more easy to imagine what this is like.

For some homeless, like D, living outside causes feelings of frustrations. While explaining what it is like to be a homeless, the word annoying emerges many times. The cold and wetness are annoying, just as walking around the entire day. And while looking for shelter in public places, homeless experience to cause annoyed feelings and acts by others in these places: these others rather see homeless leaving than staying. This example again substantiated the hardship homeless experience in their daily life.

Trying to explain what it is like to be a homeless, only one homeless (V) came up with a somewhat positive point, which emerges out of homelessness. Stated by V is that it is hard to stay outside and having to fight for everything, every day again, like first life needs as water and food. But next to this V refers to a positive consequence of this hardship: being a homeless and having to fight for everything by yourself causes the enlarged appreciation of other things in live. Furthermore, it is a whole experience to be a homeless.

Affordances - Visual cues

While some homeless spoke about the different sizes the sheltersuit has or should have, one homeless (P) explained the importance of the look of the sheltersuit. P stated the following: *'I think it's smarter to fabricate more different models of the suit. If you only have one model and you only wear the coat, people are able to see from a kilometer away 'that is a homeless person who is wearing a sheltersuit'*. This again showed the detriment and prejudices homeless experiences from other people. Homeless fear to stand out as a homeless and rather blend into the crowd. We could link this with the feelings of shame homeless experience, as we mentioned above (see 'Homelessness'). It is shown to be important for homeless to do not stand out to reduce their experiences of being condemned and stereotyped by others. An ordinary looking sheltersuit, like a 'normal winter coat', would afford a homeless to stand out less as a homeless and could possibly reduce negative experiences. This connects with the (experiential) affordances of the suit that might be unrecognized by its designer Sheltersuit.

Next to this, the visual cues of two parts of the sheltersuit as being thick and warm, afford homeless to use it in a certain way. Interviewee T puts explained this as follows: *'the suit is handy because you have a coat to sleep in plus the extra part, the sleeping bag. That it is a whole, that's what makes it ideal'*. The two parts the sheltersuit exists of and which makes it a complete product, affords homeless to sleep in the streets with temperatures below a zero degrees. So the function of the sheltersuit, sleeping warm in the streets, derived from its visual cues as being thick, warm and complete.

Affordances - Experiential

When homeless tried to explain why the sheltersuit is useful for them, it is notable that every single one of them spoke about the warmth the sheltersuit ensures. All the six homeless mentioned this positive consequence of using the suit: it makes it possible to stay warm when staying outside. Homeless P explained that the suit is fully padded and very warm, which ensures being able to stay outside with minus twenty degrees. Homeless L stated that the sheltersuit helps staying warm till minus fifteen degrees. The reason to wear the suit was put by L into the following visual description: *'The suit is like your second skin. It is made from tent canvas. So it is like you're on holiday in your own coat.'* Based on this, we could state that the sheltersuit ensures a safe and private, and maybe even a somewhat amusing, place for a homeless. And this is exactly that something that we found to be missing in a homeless life.

Affordances - Social convention

Homeless J and V explained that the suit is also, next to warm, waterproof and makes it possible to stay dry outside. We could imagine the importance for homeless of staying dry and warm. The sheltersuit seems to do its job so well, that homeless V and T even stated that the suit is such warm, making them sweat and taking of their coats while going to sleep. The usefulness of the sheltersuit is therefore explained with words like handy and satisfying. Homeless D puts it as follows: *'the sheltersuit is a solution for me to get through the cold'*. Also homeless V and P spoke about the suit as a solution, especially during winter months. Homeless T found the suit, next to handy, also difficult to carry around because of the fairly large bag.

When making sense of the reasons for homeless to use the sheltersuit and the possibilities this offers to the homeless, we were being explained that the suit could for instance reduce feelings of pressure and stress about staying outside. P further explained this with the suit offering more warmth than staying outside without a suit. Staying outside longer could be a result of this, according to P.

Homeless T found the sheltersuit ideal because of the combination of the two parts the sheltersuits consists of; the coat and the sleeping bag. Homeless V explained the usefulness of the suit by stating that the suit makes it possible to just pick a place somewhere and to go to sleep at that place. The softness of the suit makes it possible to lie down softly. This connects with the safe and private place a homeless misses and which the sheltersuit maybe could create. Based on this, we could state that the sheltersuit represents a warm, dry and useful product for sleeping in the streets, according to the homeless. Conventional rules, such as the importance of staying warm, played a role in the use of the sheltersuit; for example when homeless use the suit to stay outside for a longer period than without a sheltersuit.

Experiences

Explaining the experiences homeless have with the sheltersuit, they all mentioned different things. Homeless P experienced having lost the suit while using it to sleep inside a building, so not in the streets. During daytime the bottom of the sheltersuit would be left behind here and P would only wear the coat-part. The downside of this was thus that the sleeping bag of the suit was thrown away by others. This could again be illustrative for the downside of the lack of privacy a homeless has and an example of the image other people sometimes have of homeless and their belongings and how these people act on this.

Homeless J is aware of the importance to look after the sheltersuit, out of fear to lose the suit like P. J explained: *'I make sure that I keep my eyes on the sheltersuit and I am very careful with it. Because I find the suit important'* and *'During daytime in the summer, when I do not use the suit, I leave it behind at Tactus. There the suit is safe.'* The different approach of looking after and using the suit is shown with this comparison between P and J. J also finds that only homeless who look after their belongings should receive a sheltersuit. On the same note, homeless T explained that other homeless have tried to sell or trade the sheltersuit. This also shows the importance of only handing out suits to the homeless who are able and willing to look after their suit and who really need one.

While some homeless only use the coat of the suit (L), or only use the bottom part during the summer (J), others use it the entire year (V and T). Homeless D explained that most homeless lose the suit during the summer because of the heat and having to carry the suit around the entire season without using it. Homeless J stores the suit during daytime but homeless T and D explained that most homeless do not have a storage place. D therefore pleads for a summer version of the coat of the sheltersuit, making it possible to also use the sheltersuit during warmer seasons. This does make sense when we think of the lack of private places to store a suit for homeless and, at the same time, the possibilities the sheltersuit seems to offer the homeless. It would be useful for homeless to be able to use the positive benefits of the sheltersuit throughout the entire year; based on their opinions and experiences.

Discussion RQ 1

In this research we investigated how homeless experience the sheltersuit. In order to get an understanding of this phenomenon, it is important to first get more insight in homelessness in general. Only then we are able to understand the circumstances under which the suit is used and furthermore it offers us an insight in the perspective of the sheltersuit, which is used by homeless. We found that homeless struggle with their lifestyle as being a homeless. Many of the interviewed people refer to homelessness with very negative words like exhausting and dangerous. Being homeless shows to be an exhausting way of living for reasons such as lack of privacy, being looked down on as a human being, having to fight for everything and exposure to all weather conditions as extreme cold and wetness. These findings are in line with existing literature, for instance stating that homeless experience negative health implications as the increased risk of dying prematurely and suffering from a wide range of health problems (Hwang, 2001). Brown, Goodacre and Cross (2010) found no evidence to suggest that homeless people are more likely to attend the emergency department in cold weather in order to seek for possible shelter. This could imply that homeless, even during cold periods, are staying outside and having to deal with these weather conditions. This is substantiated with the results of some homeless in this research, such as J, V and T, who do not want to stay in the night shelter and use the sheltersuit during the entire year to sleep outside.

We found that homeless find the sheltersuit very useful because of the positive consequences the suit has for staying warm and dry. The sheltersuit offers a safe place for the homeless, exactly the place they are missing in their life. The sheltersuit shows to make it possible for homeless to ensure warmth, which makes the suit useful and handy. Some homeless show to look at the sheltersuit as a solution for them. Consequently, the sheltersuit reduces feelings of stress and pressure about staying outside for homeless. This connects with the factor sociomateriality, the recognition that materiality takes on meaning and has effects as it becomes enmeshed in variety phenomena like decision-making and strategy formulation, that is typically defined as 'social'

(Leonardi, 2012). The sheltersuit offers homeless, who refuse or are not able to sleep in the shelter, a safe place to sleep and the sheltersuit, as a materiality, could make the homeless decide to sleep or stay outside (longer). According to Huopainen and Satama (2017) clothing and dress connect closely to intriguing topics such as sociomateriality, because a myriad of personal experiences, emotions, affects, aesthetic ideals, memories and meanings become woven into the material clothes we wear from day-to-day (Rippin, 2015). The sheltersuit, as an article of clothing, also relates to our identities, embodied experiences, and social contexts. Acting as something of an intermediate skin, protection or aesthetic surface between 'inside' and 'outside' or 'us' and 'the world', the type of clothes one wears on the surfaces of their bodies make them act, move, perform and feel differently in their bodies, so they afford their bodies to do certain things (Huopainen, & Satama, 2017). The sheltersuit substantiates this literature, by making homeless feel free to stay outside longer and with less stress and by offering a warm place to stay. This 'intermediate skin' of the sheltersuit is also creatively expressed by one homeless (L), stating that *'the suit is like a second skin, made from tent canvas, which creates the feeling of 'being on a holiday in your own coat'*. Connected with the type of clothes one wears which makes them act, move and feel differently in their bodies is the feeling of a homeless (P) to be looked down on by others when the sheltersuit is too notable as a suit for homeless.

Negative aspects of the sheltersuit

This last point could be seen as a possible negative aspect of the sheltersuit: giving away the identity of being a homeless. We found that homeless often come into contact with prejudices and stereotypes from other people. The sheltersuit should therefore not be another stimulation to look like a homeless, the suit should look like an ordinary coat. Another downside we found of the suit is having to carry around the big bag, with the bottom (sleeping bag) part of the suit, every day. This also shows the downsides of the lack of a private safe place, in this case to store belongings, which homeless show to experience. This also is illustrated by the homeless who left the bottom part of the coat behind in a building (P), and found the part of the suit be thrown away by others. This could be hard to imagine to happen for someone who has its own personal and private place, such as a house or a room, to store their belongings.

Affordances

The affordances of the sheltersuit are the possibilities for action called forth by it to a perceiving subject (Fayard & Weeks, 2007). The areas of affordances; visual cues, experiential and social convention are substantiated in our research. The function of the sheltersuit, according to homeless staying warm and dry, derives from its visual cues as being thick, dry and warm and therefore the suit is used to stay warm outside. This connects with Fayard and Weeks (2007) statement that objects tend to be used as their designers expect when they are designed in a way that exposes their functionality. The suit also gives away the identity of homeless, which might be unrecognized by its designer Sheltersuit. Finally, the homeless have several opinions about what the sheltersuit represents to them and its conventional rules: a product made for them to stay warm and dry outside. So its social conventions play a part in how the suit is used and experienced, related to Hutchby (2001). With this, the sheltersuit is a product which relates to and substantiates literature about affordances.

Using and experiencing the sheltersuit

Homeless all use the sheltersuit in their own personal way. Some homeless also stay in shelters and only use the coat of the suit and others use the complete sheltersuit every night to sleep in the streets. Some homeless keep the suit with them during the entire day, others leave it behind somewhere and, as mentioned above, experienced losing the suit because of that. So it differs how homeless use the suit; some homeless just use the coat of the suit and others use the entire sheltersuit, including the bottom (sleeping bag) part.

Implications

This scientific study was the first to investigate the experiences with the sheltersuit of homeless, the group for whom the suit is meant for. This research therefore offers first and unique insights into how a client focused product in the domain of homelessness, in this case the sheltersuit, is used and evaluated by the homeless people themselves. Therefore, the results of this research are important for their use in practice. Homeless could be helped with the sheltersuit during cold times in specific and during the entire year in general. The results of this research could therefore be important for many more organizations who focus on homeless. These organizations could, based on this research, decide to start using the sheltersuit. And also for Sheltersuit it is important to know how homeless experience and use their suit in order to act on this in an optimal way and thereby help as many homeless as possible.

Limitations

This study is a good step in understanding the impact of homelessness in general and of the sheltersuit on homeless in specific. It provides insight in the advantages and disadvantages of the sheltersuit and shows how homeless experience the suit. In addition, it provides insight into the way homeless use the sheltersuit. However, there are some limitations to note regarding the research. First of all, a relatively small amount of homeless was interviewed in this research, which is acceptable for the research method we chose to use, namely IPA (Pietkiewicz, & Smith, 2014). Reasons for the small amount of interviewed homeless were the difficulties of tracing homeless with a sheltersuit and restraint of the research group to cooperate. As a practical recommendation we therefore advice Sheltersuit to keep track of data of homeless to whom a sheltersuit is handed out to in order to be able to stay or get in contact with these homeless for possible further research. Secondly, despite many attempts, only homeless from four different cities in the Netherlands were included in the interviews, with relative high ages (48 years old). Again for the same reasons as mentioned above. This makes it harder to generalize the results to homeless in general. But the detected similarities and differences between homeless in this research seem to be a great first step in showing how homeless experience the sheltersuit.

Recommendations

Never before was it researched how homeless, the target group of Sheltersuit, experience the sheltersuit. That's what makes this research unique in its kind. There are some recommendations to make for further research. First of all, as a practical recommendation, it is important to keep in mind

that homeless are a very special research group and how this could impact a research, qua time management and results. Enough time should be scheduled for tracking down and questioning homeless. Because this could take longer than with other research groups, for reasons mentioned before. Second, it would be interesting to include more homeless in the research, from several cities in the Netherlands. This in order to get a more general view on how homeless experiences the sheltersuit, from cities which might have different approaches or procedures concerning (night) shelter. Next to this it would be very interesting to research the effects of the sheltersuit abroad, in countries outside The Netherlands, where there also occur large problems around homelessness, for example Canada. A survey conducted by the City of Toronto in 2006 estimated a minimum of 5052 individuals to be homeless on a single night and each year about 27 000 individuals stay at shelters in Toronto (Khandor et al., 2011). It would be interesting to research the differences in the use of the sheltersuit, thoughts and feelings about and experiences with the sheltersuit in such a large country, where extreme cold winters occur regularly. This would make the need of the sheltersuit very plausible in a country like Canada. By researching this, more advice could be given to Sheltersuit about the larger distribution of the suit, all around the world.

Uniqueness research

For this research the researcher spoke to homeless herself. This could be described as a very intense and enriching experience. Not many times before was homelessness researched through interviews with homeless themselves, which makes this research distinct from others. The chosen research method caused a lot of insight in homeless' shared and deviant opinions and thoughts about struggles of their lifestyle and their view and opinion of the sheltersuit. We were able to research homelessness and a product fabricated for them, the sheltersuit, from inside this special research group. It took some effort to find homeless with a sheltersuit in the first place and homeless who were also willing to cooperate with the research in the second place. Their past live experiences and toughened personalities played a role during the interviews. The researcher had to show a lot of empathy in order to win the trust of some homeless and to make them cooperate and answer some questions. In the end, all the interviews were hard-warming and full of useful in depth information. This research would not have been possible without the cooperation of these homeless.

Conclusion

Homeless experience the sheltersuit as a tool to stay warm and dry while staying outside. This applies daytime as well as nighttime. Furthermore, homeless experience the sheltersuit as a personal solution, specifically for homeless who want to stay outside, who have no shelter place or for homeless in general. Some homeless experience the sheltersuit as a trading product for other homeless, which leads to opinions about only handing the suit out to homeless who really need a suit and are able to look after it. All this information together is answering our research question 'How do homeless experience the sheltersuit?'

Research question 2

Below we will continue with the second part of the research, the second research question and its elaboration.

Research question: What is the effect of the sheltersuit on the reputation of Tactus?

Our dependent variables are the following three drivers of reputation according to the Reputation Quotient (RQ): Emotional Appeal, Products & Services and Social Responsibility (van Riel, 2003). We chose these three of the in total six drivers of RQ because these are the ones of importance for this research. Namely, the drivers Emotional Appeal and Products & Services are important within marketing communication and the driver Social Responsibility shows to be important within public relations (van Riel, 2003). We left out the residual three drivers Vision & leadership, Workplace Environment and Financial Performance because these drivers show to have less connection with the area and the organization studied in this research and are therefore of less interest. The following dependent variable is also related to the reputation and of importance for Tactus: the intention to donate to the organization. Next to this, we want to know whether possible donors would donate to Tactus when this donation would go specifically to a project or campaign in cooperation with Sheltersuit. In this way we will receive more information about the effects of the incorporation of the sheltersuit in the strategy of Tactus. The intention to donate specifically to a cooperation project or campaign between Sheltersuit and Tactus is therefore the last dependent variable. The independent variables are the incorporation and the non-incorporation of the sheltersuit in the strategy of Tactus. We will use two different conditions, investigated under the general Dutch public.

Because of the alignment of the mission of Sheltersuit and Tactus, and the benefits of the sheltersuit for the target group of the organizations, the homeless, we expect an increase in the drivers of reputation when a relief organization such as Tactus makes use of the sheltersuit in its strategy. We therefore also expect a higher intention to donate and a higher intention to donate specifically to a Sheltersuit project of Tactus when the relief organization makes use of the sheltersuit. Therefore, we formulate the next hypotheses:

Hypothesis 1: Incorporating the sheltersuit in the strategy of Tactus leads to an increase of the reputation dimensions:

a: Emotional Appeal (EA).

b: Products & Services (PS).

c: Social Responsibility (SR).

Hypothesis 2: Incorporating the sheltersuit in the strategy of Tactus strategy leads to:

a: a higher intention to donate to Tactus among the general Dutch public.

b: a higher intention to donate specifically to a cooperation project or campaign between Sheltersuit and Tactus among the general Dutch public.

Method RQ 2

Design

To investigate this research question, a quantitative approach was used, namely an online questionnaire. This research used a design with a posttest, a manipulation (experimental condition), a control condition and random assignment. The manipulation of the experimental condition was as followed: a text was introduced about the current mission, strategy and goals of Tactus, including the sheltersuit in this strategy. The manipulation of the control condition consisted the same overview of the mission and strategy of Tactus as the experimental condition, with the difference that the sheltersuit was not mentioned in the control condition.

Procedure

After the manipulations both conditions received several questions and theses about the dependent variables and the underlying items of Reputation Quotient (RQ). The dependent variables were the three drivers of RQ (Emotional Appeal, Products & Services and Social Responsibility (Van Riel, 2003)), the intention to donate and the intention to donate specifically to a cooperation project or campaign between Sheltersuit and Tactus. The eleven underlying items of the three drivers were as follows: 'Feel Good About', 'Admire and Respect', 'Trust', 'High Quality', 'Innovative', Value for Money', 'Stands behind', Products/Services', 'Supports Good Causes', Environmental responsibility' and 'Treats People Well'. Because we used a Dutch questionnaire we had to translate these items of the RQ. Through the use of back translating we checked the accuracy of our translation of the existing items of the drivers. The questionnaire also included several questions about homelessness in general, in order to find out more about respondent's opinions about the group for whom the sheltersuit is meant for. The exact question can be found in Appendix B.

Participants could answer the questions by means of a 7-point Likert scale, which varied from 'not at all' (0) to 'very much' (6). By comparing the two conditions, one including the sheltersuit in the strategy of Tactus and one without the sheltersuit mentioned, we were able to investigate the influence of the sheltersuit on the opinion people have about Tactus. Possible validity threats with this experimental approach could be selection and morality. Selection means that groups may be disparate prior to the treatment or experiment. Morality means that the difference in the two groups may be caused by the dropout rate of subjects from a specific experimental group, which could cause the groups to be unequal (Cook, Campbell, & Shadish, 2002). We therefore had to take these possible threats into account.

Participants

In total 132 respondents have participated in the questionnaire. From those 132 respondents, 27 did not completely finish the questionnaire the first attempt or did only fill in the first few questions and were therefore excluded from analysis. Thus, the analysis is based upon 105 respondents (N = 105). The participants were the general Dutch public. The survey asked these participants whether they are donator of or active for Tactus. People were recruited through a call via an e-mail, or by addressing people personally. The participant selection aimed at variety in age and gender, resulting

in 50 women, 53 men and 2 other as participants. Their mean age was 38 (SD = 17.76). An overview of the population characteristics is shown in table 2 below. By including a lot of different participants, we were able to increase the external validity, or generalizability, the extent to which one can extend the account of a particular situation or population to other persons, times and settings than those directly studied (Maxwell, 1992). Condition 1 contained 47 respondents and condition 2 contained 58 respondents. To check the randomization an independent sample t-test was performed for Age ($t(102) = .73, p = .47$). Furthermore, the chi-square test was performed on Gender ($\chi^2(2) = .88, p = .65$), Education ($\chi^2(3) = 5.36, p = .15$) and Familiar with Tactus ($\chi^2(1) = .14, p = .71$). All tests showed no significant differences, so we assumed all characteristics are distributed equally among the two conditions.

Data collection- and analyses

The survey gave insight in the influence of the sheltersuit on the dependent variables of this research question. The survey was analyzed with the statistic program IBM SPSS statistics 22 (IBM, New York, NY, USA). A factor analysis was performed with an Oblimin rotation. Since the data was not normally distributed, comparison of the means for different questions between both conditions was performed with a Mann-Whitney U test. A Wilcoxon signed-rank test was used to compare means for different questions within the condition. A Spearman correlation was calculated for relationships between questions.

Table 2. Sample characteristics

Gender	Women	50 (48%)
	Man	53 (50%)
	Other	2 (2%)
Age	Mean	38 (17.76)
	Median	26
	Minimum	20
	Maximum	76
Education	Secondary education	17 (16%)
	MBO	9 (9%)
	HBO	24 (23%)
	WO	55 (52%)
Familiar with Tactus	Yes	56 (53%)
	No	49 (47%)
Condition	1	47 (45%)
	2	58 (55%)

Results RQ 2

In order to prepare the data for analysis a few steps were taken. First, we indicated all answers with the value of 7, *no opinion*, as *missing value*, because these would have distorted the analysis. Based on this, no participants were excluded from analysis, only some answered questions were excluded. Secondly, two question were rescaled from negative to positive to match with the other positive stated questions. These were the following questions: *'Tactus has better affairs to spend money on*

than on the sheltersuit' and *'Tactus should not work together with Sheltersuit'*. After this, we performed a factor- and reliability analysis in order to determine the validity and reliability of the data. Furthermore, these analyses were executed in order to test whether some items could be merged into one scale. The factor analysis was performed on the items for both conditions that presumably could be taken together into merged scales. Also the questions of the Reputation Quotient, based on literature, were included in the factor analysis, to check whether the translations of these questions would not affect the content of its meaning.

Factor- and reliability analysis

We performed a factor analysis for the questions asked in both conditions in order to observe possible underlying relations and to check whether the Reputation Quotient items, which were based on literature, were back-translated well enough. A principal component analysis (PCA) showed five components with an eigenvalue above 1 (eigenvalue 3.84, 2.13, 1.50, 1.46 and 1.26 respectively). The separation of components was clearly observed in the scree plot. A total of 78.3% of the variance could be explained by these five components. Table 3 shows the rotated component loadings using the Oblimin rotation.

The factor analysis showed that the items of some drivers within the Reputation Quotient were not loaded together and some items showed to be loaded with question from outside the Reputation Quotient. However, we still decided to, following the literature, calculate the Cronbach's alpha of the original Reputation Quotient drivers. We did not calculate the reliability of the questions asked in both conditions *'I have the intention to donate money to Tactus in the near future'*, *'Indicate the amount of money you would (once) want to donate to Tactus'* and *'In my opinion a donation to Tactus is used well'* since they are not loaded together in a component or use a different scale, so merging them would be inappropriate. The Cronbach's alpha of Emotional Appeal, Products & Services and Social Responsibility is respectively $\alpha = .78$, $\alpha = .62$ and $\alpha = .61$. We can strongly improve the reliability to $\alpha = .75$ of Products & Services when we delete item two of this group. Therefore, this item (PS2^{PS2}) was not merged with Products & Services. Based upon the previous analysis we decided that it was acceptable to merge three of the four items of Products & Services together, as well as the items of Emotional Appeal. Although one item of Social Responsibility is not loaded with the other items of this driver and the reliability is questionable we still merged the three items together. This because the reliability is not unacceptable or poor and next to this we want to follow the literature which states the items belong together. Scales are formed by taking the mean of the different items. For items that were answered with *no opinion* the mean of the other items where an opinion was given was used. When a respondent answered all items within a driver with *no opinion* the respondent was not included for analysis in that driver. This concerned 3,5 per cent among the three Reputation Quotient drivers.

Table 3. The principal component analysis

	Pattern Matrix ^a				
	Component				
	1	2	3	4	5
Reputation-EA1 ^{EA1}	.99				
Reputation-EA3 ^{EA3}	.81				
Q15-7-Q22 ⁷	.68			.23	.37
Reputation-SR2 ^{SR2}		.92	.27		
Reputation-SR1 ^{SR1}		.72	-.28		
Reputation-PS2 ^{PS2}	-.24	.60		.43	
Reputation-PS4 ^{PS4}			-.94		
Reputation-PS3 ^{PS3}			-.86		
Reputation-PS1 ^{PS1}	.50	.26	-.53		-.25
Q11-Q20 ¹¹		.30		.73	
Q12-Q21 ¹²			-.26	.70	
Reputation-EA2 ^{EA2}	.22	-.24		.68	-.43
Reputation-SR3 ^{SR3}					.92

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Test for normality

To test the normality of the data a Shapiro-Wilk test was performed. The Shapiro-Wilk test showed that for most items the null-hypothesis of normal distribution was rejected ($p < 0.05$). Most of the data is thus not normally distributed. We therefore decided to use Mann-Whitney U test for unpaired variables, across both conditions, and Wilcoxon signed-rank test for paired variables, within a condition, for comparing the means. Both tests can be used for normally and not normally distributed data.

^{EA1} I feel good about Tactus

^{EA3} I trust Tactus

⁷ In my opinion a donation to Tactus is used well

^{SR2} Tactus is an environmental responsible organization

^{SR1} Tactus supports good causes

^{PS2} Tactus creates innovative products and services

^{PS4} Tactus stands behind its products and services

^{PS3} Tactus offers products and services that offer value for money

^{PS1} Tactus offers high quality products and services

¹¹ I have the intention to donate money to Tactus in the near future

¹² Indicate the amount of money you would (once) want to donate to Tactus

^{EA2} I admire and respect (the work of) Tactus

^{SR3} Tactus sets high standards for the way people are treated

Table 4. Means, medians, standard deviations and correlations

Experimental condition	M	MD	SD	1	2	3	4	5	6
Reputation Quotient									
1. Emotional Appeal	4.84	5.00	.72	<u>.78</u>					
2. Product & Services	4.71	5.00	.87	.61*	<u>.75</u>				
3. Social Responsibility	4.80	5.00	.82	.46*	.45*	<u>.61</u>			
Donation									
4. Opinion of use donation	4.58	5.00	1.02	.76*	.55*	.10			
5. Intention to donate	2.12	2.00	1.08	.47*	.49*	.40*	.12		
6. Amount of money donation (€)	6.81	1.00	10.74	.55*	.48*	.32*	.44*	.59*	
<hr/>									
Control condition	M	MD	SD	1	2	3	4	5	6
Reputation Quotient									
1. Emotional Appeal	4.90	5.00	.64	<u>.78</u>					
2. Product & Services	4.80	5.00	.68	.35*	<u>.75</u>				
3. Social Responsibility	4.46	4.84	.90	.48*	.37*	<u>.61</u>			
Donation									
4. Opinion of use donation	4.59	5.00	.55	.35*	.47*	.35*			
5. Intention to donate	2.14	2.00	1.06	.02	.11	.10	-.07		
6. Amount of money donation (€)	6.38	3.50	8.22	-.16	-.01	.13	.14	.50*	

Note. * Correlations $p < .05$. Alpha's on the diagonal.

Research question

Our research question is as follows: what is the effect of the sheltersuit on the reputation of Tactus? In order to answer this question, we have to test our two hypothesis.

Hypothesis 1

The first hypothesis is: Incorporating the sheltersuit into the strategy of Tactus leads to an increase of the reputation drivers. It is tested by comparing the means of the Reputation Quotient questions between the two conditions. Emotional Appeal ($U = 1320.5$, $Z = -.28$, $p = .78$, Cohen's $d = .03$) showed no significant difference for the two conditions. Products & Services ($U = 1203.5$, $Z = -.08$, $p = .99$, Cohen's $d = .05$) and Social Responsibility ($U = 947.5$, $Z = -1.75$, $p = .08$, Cohen's $d = .44$) also showed no significant difference. Thus, hypothesis 1 was rejected. In table 4 above, more information about the three constructs can be found. A linear regression analysis showed that prior knowledge of Tactus showed no significant difference ($F = .92$, $p = .46$) in the opinion of the Reputation Quotient questions.

Hypothesis 2

The second hypothesis is: Incorporating the sheltersuit in the strategy of Tactus leads to a) a higher intention to donate to Tactus among the general Dutch public and b) a higher intention to donate specifically to a cooperation project or campaign between Sheltersuit and Tactus among the general Dutch public. In order to answer hypothesis 2a we compared the means, see table 4 above, across

both conditions for the questions *I have the intention to donate money to Tactus in the near future* (point 5. Intention to donate, in table 4) and *Indicate the amount of money you would (once) want to donate to Tactus* (point 6. Amount of money donation, in table 4). Both questions showed no significant difference with a Mann-Whitney U of respectively ($U = 1029.5$, $Z = -.14$, $p = .89$, Cohen's $d = .02$) and ($U = 1275.0$, $Z = -.59$, $p = .56$, Cohen's $d = .10$). The intention to donate did correlate significantly with the amount of money a respondent would hypothetically donate, 0.59 ($p = .00$).

For hypothesis 2b the means for the questions *I have the intention to donate money to Tactus in the near future* and *I would specifically donate to a cooperation campaign between Sheltersuit and Tactus* in the experimental condition where compared. The Wilcoxon signed-rank test ($Z = -3.77$, $p = .00$, Cohen's $d = .68$) showed that there is a significant difference between the items. The second item has a higher mean of 3, *slightly disagree*, compared to the first question, 2, *disagree*. The test showed that none of the respondents' intention would decrease, 22 respondents' intention would stay the same and for 18 cases their intention to donate would increase. A post-hoc power analysis showed an achieved power of 90.2%. Figure 1 below shows a bar plot of the two question to depict this shift in opinion.

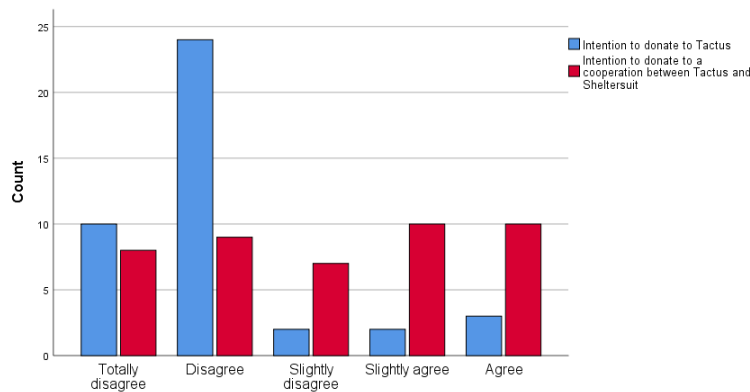


Figure 1. Relation intention to donate to Tactus and intention to donate to a cooperation between Tactus and Sheltersuit

To observe whether respondents would donate more money to a cooperation campaign between Tactus and Sheltersuit than only to Tactus the question *Indicate the amount of money you would (once) want to donate to Tactus* and *Indicate the amount of money you would (once) want to donate to a cooperation campaign between Sheltersuit and Tactus* was compared with Wilcoxon signed-rank test. Results ($Z = -1.68$, $p = .093$, Cohen's $d = 0.14$) show that there is no significant difference between the two items. Both question correlate significantly ($.69$, $p = .00$) with each other. Interestingly, looking at figure 2 below, a trend could be observed for the respondents who want to donate between €0 and €5 to Tactus alone; when a cooperation between Tactus and Sheltersuit is proposed, they are willing to donate more money to this cooperation. In contrast, it can be observed that some people will donate less to a cooperation with Sheltersuit than to Tactus alone. Donations to Tactus alone has a median of €1 and to a cooperation campaign €5.

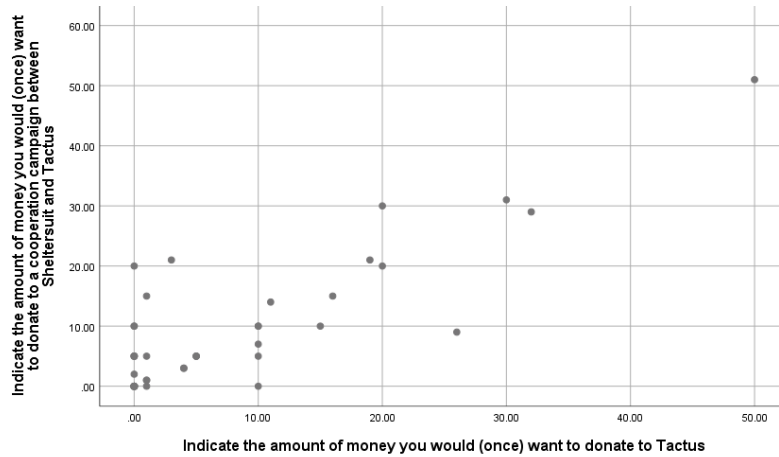


Figure 2. Relationship between donating behavior to Tactus and to a cooperation between Tactus and Sheltersuit

The pie chart below (figure 3) shows the amount of money respondents would donate to sheltersuits, when asked which amount of a donation to Tactus from 100 euro's they specifically would want to assign to sheltersuits.

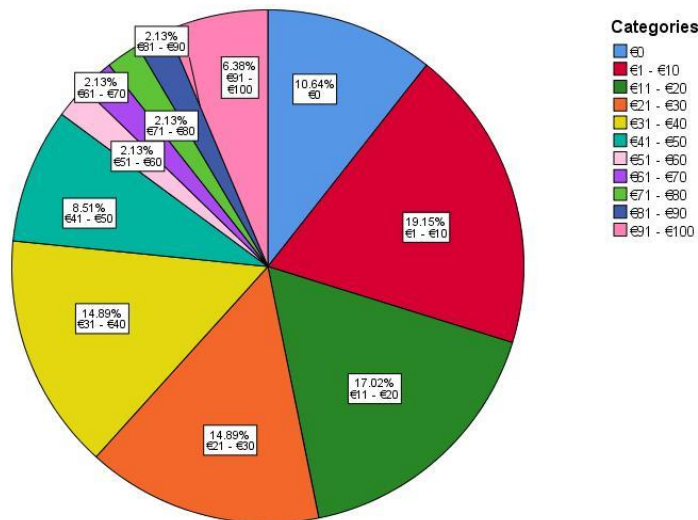


Figure 3. Of 100 euro's the amount of money people want to assign to sheltersuits

Additional results

In order to give some additional information about respondents' opinion about homelessness, Sheltersuit and Tactus, several questions were asked. For the nine items only stated in the experimental condition a PCA showed four separate components with an eigenvalue of 2.54, 2.05, 1.41 and 1.20. A total of 79.9% of the variance can be explained by these four components. Table 5 shows the four components using the Oblimin rotation.

Table 5. The principal component analysis

	Component			
	1	2	3	4
Q-10 ¹⁰	-.85	-.27		.35
Q-1 ¹	-.78		.25	
Q-3 ³	-.64			-.54
Q-6 ⁶	.31	.88		
Q-8 ⁸		.79	.29	.24
Q-5 ⁵	.41	-.56	.44	.23
Q-2 ²	-.21		.87	
Q-4 ⁴			.79	
Q-9 ⁹				.92

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Based upon the component loading for three groups, namely items Q-1¹, Q-3³ and Q-10¹⁰, items Q-2² and Q-4⁴ and items Q-6⁶ and Q-8⁸, the reliability was tested. Item Q-5⁵ was not considered a component with Q-6⁶ and Q-8⁸ since it was negatively loaded and also since it was thought to be different from the two items. A Cronbach's alpha of .56 was determined for the first group. Since this is a weak reliability a Spearman correlation was determined for the three items to check which scales could reliably be taken together. Only a significant correlation between Q-1¹ and Q-3³ (.50, $p = .003$) was found. Spearman correlations between Q-2² and Q-4⁴ and between Q-6⁶ and Q-8⁸ were determined since only two items were present. Correlations were 0.468 ($p = .005$) and 0.686 ($p = .00$) respectively. Based upon these results it was chosen to merge Q-1¹ and Q-3³ into the scale '*monetary cooperation Tactus and Sheltersuit*', Q-2² and Q-4⁴ into the scale '*distribution and solution problem*' and Q-6⁶ and Q-8⁸ into the scale '*mission and strategy*'.

For all three merged scales the most respondents answered positively; slightly agrees to strongly agree. For '*monetary cooperation Tactus and Sheltersuit*' and '*distribution and solution problem*' around 65% of the participants slightly to strongly agreed. More than 75% of the respondents slightly to strongly agreed to '*mission and strategy*'. The median for '*monetary cooperation Tactus and Sheltersuit*' and '*distribution and solution problem*' is 4, slightly agree. For '*mission and strategy*' the median is 4.5, in between slightly agree and agree. Precise distributions of the three scales can be found in Appendix C.

¹ I think that sheltersuit projects should receive more money from Tactus

² I think that Tactus should distribute more sheltersuits

³ Tactus has better causes to spend money on than the sheltersuit

⁴ Sheltersuit offers a good solution for the homeless problem

⁵ Sheltersuit is just a temporary solution for the homeless problem

⁶ The mission of Sheltersuit fits well with the mission of Tactus

⁸ The strategy of Sheltersuit fits well with the strategy of Tactus

⁹ Tactus should not work together with Sheltersuit

¹⁰ I do want to sponsor Sheltersuit but I this has little to do with the work of Tactus

To observe for any differences between the opinion of the respondents whether homeless people should sleep in the night shelter or in the streets with or without a sheltersuit, again a Mann-Whitney U test was performed. The test ($U = 832.5$, $Z = -3.10$, $p = .002$, Cohen's $d = 0.63$) showed a significant difference. The median for the statement *homeless people should be sleeping in the night shelter instead of in the streets* was 5, agree. The statement *homeless people should be sleeping in the night shelter instead of in the streets in a sheltersuit* showed a median of 4, slightly agree. The analysis of power showed an achieved power of 92.1%. This indicates that respondents moderate their opinion about homeless having to sleep in the night shelter when a sheltersuit is also an option for homeless. A significant difference ($U = 709.5$, $Z = -4.02$, $p = .00$, Cohen's $d = .76$) was also found between the statements *homeless people who do not want to or cannot stay in night shelters should receive a sheltersuit* and *homeless people who do not want to or cannot stay in the night shelter should be offered an alternative*. The medians for the first and second statement were respectively 5, agree and 4, slightly agree. The achieved power was 97.8%. This indicates that respondents are more positive about a concrete alternative for the night shelter than if there is no concrete alternative given.

Discussion RQ 2

In this research we investigated the interaction of mission, strategy and reputation of the relief organization Tactus. The nonprofit organization Sheltersuit and homelessness functioned as the research setting in this study. The formulated hypotheses in this study were based upon the possible cohesion between incorporating the sheltersuit in the strategy of Tactus and the increase of the Reputation Quotient drivers Emotional Appeal, Products & Services and Social Responsibility. In addition, we examined the effects of incorporating the sheltersuit in the strategy of Tactus on the intention to donate to this organization and to a cooperation between Tactus and Sheltersuit. This scientific study was the first to investigate the effects of the sheltersuit on the reputation of a relief organization who has homeless as (one of their) target group. This research therefore offers first and unique insights into how and when a client focused product in the domain of homelessness, in this case the sheltersuit, could possibly positively or negatively influence the reputation of these organizations.

Hypothesis 1

We found that the two separate conditions, the one including the sheltersuit in the strategy of Tactus and the one without the sheltersuit, showed no significant difference in all the three Reputation Quotient drivers. We did not expect this finding because of the alignment of the mission of Sheltersuit and Tactus, and the benefits of the sheltersuit for the homeless. This made us expect an increase in the drivers of the Reputation Quotient. A mission is an overriding purpose in line with the values or expectations of stakeholders (Cornelissen, 2004). As we have explained, the mission of Tactus is to minimizing the risks to the health and safety of its target groups, including homeless, and society as a result of substance use and addiction behavior ('Missie', n.d.). Sheltersuit as well has as a mission to help the homeless. Strategies are the ways or means in which the corporate objectives, so the missions, are to be achieved and put into effect (Cornelissen, 2004). The strategy of Tactus and Sheltersuit to reach their common goal differs though: offering shelter as core aspect on one hand and offering a safer way of sleeping in

the streets on the other hand. Possibly the known differences in strategy of both organizations caused the lack of significance in the Reputation Quotient drivers. This explanation is somewhat imaginable, since 53% of the respondents were in some degree familiar with Tactus. But because we received no information about respondents' familiarity with Sheltersuit, no further comments can be made about this. Another possible explanation for the lack of significance is that respondents were not able to match the Reputation Quotient drivers to Tactus in specific or that the items assessing the drivers were not translated well enough to match with the English versions. Because of these possible reasons, the sheltersuit would not show to have an impact on the drivers. Mission and strategy could have impact on individual's collective representation of past images of organizations that are established over time, called the corporate reputation (Cornelissen, 2004). A reputation is the general estimation in which one is held by the public' (Fombrun & Van Riel, 1997). Based on our results it could also be the case that the change or addition of the strategy of Tactus did not affect respondents' past images and their representation of the organization established over time, the corporate reputation. Even though literature states that publics also assess firms on the basis of the payoffs likely from their managers' choice of corporate strategies (Fombrun, & Shanley, 1990), which means that the corporate reputation is affected by the corporate strategy, it could be that this is not always the case or that the sheltersuit did not influence the previously established opinion and evaluation over time about the organization in order to change its reputation. The results of our research show that the reputation of Tactus has not been exposed to change due to a change in strategy. This is an interesting finding, and should be further investigated in order to find out whether current literature about corporate reputation and strategy could or should be refuted.

The reputation of an organization is all about stakeholders' perceptions (Balmer, 2012). Another possible explanation for our findings could be that the general Dutch public, by us chosen as the stakeholders of Tactus in this research, did not feel that much connected to Tactus so that they could be seen as the stakeholders. Possibly donors and other general public did not see themselves, as we expected, as stakeholders who posit 'power' to influence the firm. Or possibly the general Dutch public did not find their opinion of the strategy of or donations to Tactus important or relevant enough, which could have caused a lack of significance. Therefore, it is important to re-look at the stakeholder theory, which produces a comprehensive typology of stakeholders based on the normative assumption that these variables define the field of stakeholders: those entities to whom managers should pay attention (Mitchell et al., 1997). In further research this possible problem could be overcome by asking the respondents about their perceived possession of the three attributes of the classes of stakeholders: power, legitimacy and urgency, in order to identify the field of stakeholders (Mitchell et al., 1997).

While Sheltersuit focuses completely on homeless, Tactus has homeless as one of their target groups. Tactus focuses on people with an addiction in general. Though the literature states that around seventy per cent of the homeless misuse drugs (Brown et al., 2010) this difference in specific target group of both organizations could have influenced the results in this research. Last, we could not check whether the manipulation had worked the way intended, because we did not add a manipulation check. A manipulation check is an experimental experience that possibly mediates or even causes observable differences in the dependent measure (Kidd, 1976). Kidd (1976) argues that taking a manipulation check prior to measuring the impact of the treatment on the dependent variable introduces unwanted and extraneous variables into the experimental procedure, namely, the act of checking the manipulation. We did not want to focus the

respondents on the sheltersuit from the beginning of the questionnaire, so we decided not to include a manipulation check in our research. It could therefore be the case that the manipulation, the different texts in the two conditions (one with and one without the sheltersuit), did not have the expected and intended impact. Possibly the presence of the sheltersuit in the strategy of the experimental condition was not clear enough to participants, even though all the respondents stated to have read the manipulation texts 'well enough', 'good' or 'in detail', which could have resulted in the lack of significant effects. This means that perhaps the interaction of the mission, strategy and reputation of Tactus were not measured as intended with the sheltersuit as its research setting and therefore could not substantiate previous literature about these factors.

Hypothesis 2

We found no effect of the sheltersuit on the intention to donate to Tactus between the two conditions, which is in contrast to our hypothesis. We did find a significant correlation between the intention to donate and the amount of money respondents would hypothetically donate. This means that the greater the intention to donate, the greater the amount of money these people would donate. This seems to be a logical correlation, because when people already feel positive about Tactus and want to donate money to this organization, this positivity influences the amount of money willing to be donated. Furthermore, there shows to be a significant difference between respondents' intention to donate money to Tactus in the near future and their will to donate specifically to a cooperation campaign between Sheltersuit and Tactus, which is in line with our hypothesis. Respondents state to have a greater intention to donate to such a cooperation campaign than to Tactus alone. We expected, because of the alignment of the two organizations' missions and the benefits of the sheltersuit for the homeless, a higher intention to donate to Tactus and a higher intention to donate specifically to a Sheltersuit project of Tactus when the relief organization makes use of the sheltersuit would arise. Only this last expectation came true in this research, which is surprising. We expected that the incorporation of the sheltersuit in Tactus' strategy would cause respondents to have a greater intention to donate money to Tactus and subsequently have a greater intention to donate more money to a cooperation campaign between Tactus and Sheltersuit. It is surprising that respondents seem to have a greater intention to donate to a cooperation campaign between the two organizations than to Tactus alone, even when this last organization uses the sheltersuit in their strategy. This information shows that it is recommended to both Tactus and Sheltersuit to invest in certain cooperation projects since people are more willing to donate to these projects than to Tactus alone. Literature states that factors as attitude, perceived behavioral control, moral norm and past behavior predicts intentions to donate money to an (charity) organizations (Knowles, Hyde, & White, 2012). In our research only the attitude and past behavior were included in a certain amount. The possible influence of the remaining factors could have caused the found results about the intention to donate to Tactus. Further research should incorporate these factors in a clearer way in order to find more in depth information about the possible causes to donate to Tactus among the general Dutch public. We have to add that a possible explanation for the intention to donate and the indication of the donations' amount of money could have been influenced by respondents' fear of real donations. Possibly respondents feared that the hypothetically donations in the research

were in fact connected to certain real fundraising, which could have made the respondents be reservedly with their answers, also in the condition with the sheltersuit.

We found no significant difference between the amount of money people would donate to Tactus (in the experimental condition with the sheltersuit) and to a cooperation campaign between Tactus and Sheltersuit. But we did find a significant correlation between these two factors, which is explainable. When respondents want to donate a high amount of money to Tactus, which includes the sheltersuit in their strategy, these respondents are likely to donate a high amount of money to a cooperation campaign between Sheltersuit and Tactus as well. There also are some outliers in this phenomenon; namely people who hypothetically donate almost no money to Tactus but do donate to a cooperation campaign and the other way around; people not donating money to a cooperation campaign but only to Tactus. Both factors are interesting. Possibly factors as perceived behavioral control, moral norm and past behavior (Knowles et al., 2012) influenced these factors. Therefore, we need to find out more about the underlying reasons of these donation intentions in order to understand and give more advice to Tactus about the implementation of the sheltersuit in their strategy.

A possible explanation for the lack of significance could be cultural differences between respondents. Culture is a distinctly human means of adapting to circumstances and transmitting this coping skill and knowledge to subsequent generations (Moran, Harris, & Moran, 2007). Culture gives people a sense of who they are, of belonging, of how they should behave and of what they should be doing. Moran et al. (2007) furthermore state that culture impacts behavior, morale, and includes values and patterns that influence company attitudes and actions. Possibly the differences in culture between our respondents, which we did not measure, effected their attitude towards the sheltersuit and the outcomes of this research.

Additional results

In order to research the opinion of the respondents about homelessness, to understand more about their view on the subject in general and on their opinion of the people for whom the sheltersuit is meant for in specific, we included some questions about this subject. We found a significant difference between respondents' opinion whether homeless should sleep in the night shelter or in the streets, with or without a sheltersuit. With a median of the opinion 'agree' respondents find that homeless should be sleeping in the night shelter instead of in the streets, when a sheltersuit is not added to the given information. But respondents only 'slightly agree' (as a median) to the statement that homeless should be sleeping in the night shelter instead of in the streets with a sheltersuit. Thus when respondents know a sheltersuit is also an option for homeless, they moderate their opinion about homeless having to sleep in the night shelter. This seems to show that people are less worried when homeless sleep in the streets with a sheltersuit than without one. This could indicate that the general Dutch public is somewhat positive about the use of the sheltersuit for homeless. Furthermore, we found a significant difference between the statement that homeless who do not want or are not able to stay in a night shelter should receive a sheltersuit and the statement that homeless should be offered an alternative. Respondents generally agree with the first statement and only slightly agree with the second statement. This shows that people are more positive about a concrete alternative for the night shelter than if there is no concrete alternative given. Both these findings connect with our statements about moral affordances: when people see homeless using the sheltersuit to sleep in on the streets this shows to be judged as more moral than when these

homeless sleep outside without an alternative. Cultural differences influence moral as well (Moran, et al., 2007), which again could possibly explain our findings according to the sheltersuit. Related to the affordances of the sheltersuit and our findings about respondents' opinions about homelessness is the conceptualization of the relational entanglements between homeless people and the city. This 'performative' approach to homelessness is of importance in the case of affordances (Lancione, 2013). Lancione (2013) mentioned that only through a critical attention to these fluid and more-than-human details we would be able to re-imagine a different politics of homelessness. Hereby, we also chose to focus on the relationship between inhabitants of a city, in our case the general Dutch public, and the homeless. A possible explanation for the differences found in this research and related to statements about the inhabitants of a city, are respondents' past contact or experiences with homeless. Recognizing that contact with homeless is different from contact with other groups, several studies have expanded on traditional definitions of contact. Experiences including informational contact (e.g., reading about homeless persons), observation (e.g., seeing homeless people in one's own neighborhood), and interaction (e.g., volunteering at a homeless shelter) are related to more positive attitudes toward the homeless and more situational attributions (instead of more dispositional) for homelessness (Lee, Farrell, & Link, 2004). While it is assumable that most people have had a certain level of contact with homeless, for instance observing homeless in the streets, the degree of experience throughout the respondents and the conceptualization of the relational entanglements between homeless people and the respondents might differ. This could have influenced the image respondents have of homeless and of homelessness in general. Last, our findings could possibly be explained by the concreteness of the sheltersuit. While an alternative is rather vague for respondents to judge about, the sheltersuit offers a more concrete alternative. This could therefore be judged as more positive or more moral. These are important and interesting findings, for Sheltersuit as well as for Tactus.

When respondents of this study would have been familiar with the results of the first study, in which was found that homeless experience their homelessness as very tough and the sheltersuit as a positive and useful product, this most likely would have influenced the results of this second study. Respondents in this last study received no background information about homelessness or the experiences of homeless with the suit. Empathizing with homeless and their needs and struggles would probably affect respondents' more-than-human details of homeless (Lancione, 2013), their opinion of the sheltersuit, of Tactus handing out the suit and the reputation and donating to Tactus. This makes the two studies in this research a very interesting addition to each other. To test these assumptions, further research could include the results of the first research (study 1) in the second research (study 2).

Implications

The results of this research are important for their use in practice. Based on these results we can advise Tactus to include the sheltersuit in their strategy and focus on corporation campaigns with Sheltersuit; for we found no negative consequences for their reputation and mostly positive consequences for the homeless. These results do not only apply to Tactus but could also be used by other organizations, who focus on homeless as well. These organizations can also use the results of this research by deciding to include the sheltersuit in their strategy, now is shown that this has no negative influence on their reputation (researched with the general Dutch public as stakeholders).

Limitations

As mentioned above, we could not check whether the manipulation had worked the way intended. It could thus be the case that the manipulation did not have the intended impact on the respondent's answers which could have influenced the results. Also other factors could be considered as limitations, such as the age and education of our respondents. The group of respondents consist of a relatively young group of people with relatively high levels of education. This could have affected the results of the research. Furthermore, more people could have been included in the research to be able to generalize the results in a more optimal way. Therefore, it is important to keep researching the impact of the sheltersuit on stakeholder's opinion, while keeping these limitations in mind.

Recommendations

This research could be used as a basis for further research. Some recommendations can be made about this research. We need to find out whether the general Dutch public, as the stakeholders of organizations such as Tactus, look at themselves as powerful stakeholders in order to understand their influence in perspective of the stakeholder theory. In further research the respondents should therefore be questioned about their perceived possession of the three attributes of the classes of stakeholders: power, legitimacy and urgency. Furthermore, it is interesting to find out what the underlying reasons are as regards to donating to Tactus or cooperation campaigns between Tactus and Sheltersuit. By finding out, Tactus will be able to act on these reasons in using the sheltersuit in a certain way in their method and strategy.

In further research a manipulation check could be added in order to check whether respondents notice the sheltersuit in the manipulation. Kidd (1976) suggest several ways to include this check, for example by counterbalancing the use of manipulation checks so that in any one experiment, half the respondents receive the checks before the dependent measure and the other half afterwards. Another option is by creating manipulation check groups analogous to control groups in an ordinary experiment (Kidd, 1976).

Further research should include more respondents, with a more equal distribution in age and education. This to overcome the above mentioned limitations regarding age and education.

Conclusion

Concluding, we can state that the sheltersuit has no negative effect on the reputation of and donations to an organization such as Tactus. There even shows to be a significant positive trend on the intention to donate to a cooperation campaign between Sheltersuit and Tactus when the suit is used by this last organization. There is not a significant difference in the amount of money people donate, but there shows to be more people who hypothetically donate more money to a corporation campaign with Sheltersuit than to Tactus alone, than the other way around.

General discussion and conclusion

The two separate and parallel research questions and their elaborations in this whole research are an interesting addition to each other. In order to create and accommodate a strategy using the

sheltersuit, it is convenient and important for Tactus, or any other organization focussing on homeless, to understand how homeless themselves experience this sheltersuit. This provides organizations with important information about the use and pros and cons of the sheltersuit, straight from the group for whom the suit is meant for. Next to this, stakeholders who are of importance for relief organizations as Tactus, such as the general Dutch public, would probably be influenced by the results of the first study about homelessness and homeless' experiences with the sheltersuit. Receiving insights in homelessness and empathize with homeless and their situations would most likely affect the opinion of the general Dutch public on Tactus using the suit in its strategy to help the homeless. These factors make the two studies in this general research a very interesting addition to each other. Even though, they should be interpreted separately and none of the results of the first research were used during the second research.

Conclusion study 1: *'How do homeless experience the sheltersuit?'*

Homeless show to experience the sheltersuit as a useful product for them to stay warm and dry and the suit reduces feelings of stress and pressure about staying outside. Furthermore, homeless who want to stay outside experience the sheltersuit as a personal solution. Some homeless experience the sheltersuit as a trading product for other homeless, which leads to opinions about only handing the suit out to homeless who really need one and are able to look after it.

Conclusion study 2: *'What is the effect of the sheltersuit on the reputation of Tactus?'*

The reputation of Tactus does not negatively change due to use of the sheltersuit in Tactus' strategy in order to help the homeless. The general Dutch public even shows a greater intention to donate to cooperation projects between Tactus and Sheltersuit than to Tactus alone. It could be the case that the general Dutch public would even be more positive about the sheltersuit if they would have had access to the results of the first research, in which is shown that homeless experience the suit as very useful and pleasant. Based on the information from both investigations, targeting homeless as well as the general Dutch public, we are able to state that organizations who focus on helping the homeless and who are considering to use the sheltersuit do not have to fear a negative impact on their reputation. We found no negative consequences for organizations of incorporating the sheltersuit into their strategy.

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Appendix

Appendix A. An overview of the interview questions for homeless.

Introductie

Hartelijk dank dat u wilt meewerken aan dit interview. In samenwerking met Sheltersuit en Tactus zijn we bezig met een onderzoek naar de invloed van de sheltersuit op verschillende gebieden. Omdat u gebruikt maakt of gebruik heeft gemaakt van een sheltersuit, kunt u ons hierbij helpen.

We willen onderzoeken wat de ervaring is van daklozen met de sheltersuit. Daarnaast willen we onderzoeken wat de invloed van de sheltersuit is op de relatie tussen (de professionals van) Tactus en daklozen die ervaring hebben met de sheltersuit. Als laatste gaan we onderzoeken wat de invloed van het uitdelen van de sheltersuit vanuit Tactus is op de reputatie van Tactus onder het algemene publiek.

Om ervoor te zorgen dat we niets vergeten te bespreken hebben we een aantal pagina's met vragen uitgewerkt en zullen er af en toe aantekeningen gemaakt worden. Daarnaast willen wij graag uw toestemming vragen om dit gesprek te mogen opnemen, zodat wij later de mogelijkheid hebben het interview gedetailleerd uit te werken voor het onderzoek. Deze opnamen zijn alleen bestemd voor het onderzoek en zullen niet beschikbaar zijn voor anderen dan de onderzoekers. Ik wil benadrukken dat u niets hoeft te vertellen dat u niet wilt, maar dat uw informatie zeker vertrouwelijk wordt behandeld.

Heeft u nog vragen voor we beginnen?

(Tekenen informed consent of mondelinge toestemming en opname starten).

Voor we verder gaan naar de inhoudelijke vragen zouden we graag kort wat vragen willen stellen over uw persoon en achtergrond.

Achtergrondinformatie deelnemers

1. Wat is uw leeftijd?
2. Hoe lang bent u al dakloos?
3. Wat is de reden voor uw dakloosheid?
4. Bent u tevreden over uw levensstijl of zou u liever een vaste verblijfplaats hebben?
5. Hoe lang maakt u al gebruik van een sheltersuit?
6. Hoe (vaak) maakt u gebruik van de sheltersuit?
7. Hoe vaak komt u gemiddeld ongeveer bij Tactus of een (nacht)opvang via een andere organisatie?

Ik wil u vragen ons vrijuit iets te vertellen over de volgende onderwerpen

Open deel

1. Kunt u me iets vertellen over hoe het is om dakloos te zijn?
2. Kunt u me iets vertellen over de sheltersuit? (Gevoelens en gedachten)

Semigestructureerd deel

1. Kunt u me iets vertellen over uw ervaringen als dakloze?
2. Kunt u me iets vertellen over uw ervaringen met de sheltersuit?
3. Wat zijn uw gevoelens en gedachten bij de sheltersuit?
4. Kunt u me iets vertellen over de mogelijkheden die de sheltersuit u biedt (affords)?
5. Wat vindt u van het ontwerp van de sheltersuit (of andere visuele aspecten van de suit)?
6. Op welke manier gebruikt u de sheltersuit?
7. Heeft u de sheltersuit weleens gebruikt voor iets anders dan waarvoor bedoeld?
8. Waarom zou u de sheltersuit wel of niet gebruiken? Wat zijn of waren hierbij uw overwegingen?
9. Houdt u de sheltersuit zowel in de winter als zomer bij u?

Afsluiting

Hiermee zijn we bij het eind gekomen van dit interview.

- Heeft u zelf nog vragen of toevoegingen of tips?

Dan willen wij u heel erg bedanken voor uw deelname!

Appendix B Questionnaire

Note: Bold marked headers were not depicted in the distributed questionnaire. The 'Reputation Quotient Questions' were asked in both condition 1 and condition 2.

Informed consent

Informed consent

Beste heer of mevrouw,

Hartelijk dank voor uw deelname aan dit onderzoek. Het betreft een onderzoek dat van belang is voor problematiek rondom dakloosheid. Door uw deelname aan dit onderzoek kan er meer inzicht verkregen worden in dit thema. En daarmee kan vervolgens vooruitgang worden geboekt. Dus uw mening hierover telt en is zeker van belang! In het onderzoek krijgt u allereerst een korte tekst te lezen over de werkwijze, doelen en strategieën van een organisatie. Aan u de vraag om deze tekst goed door te lezen. Hierna zullen een aantal stellingen volgen waarbij u kunt aangeven in hoeverre u het hiermee eens bent.

Het invullen van de vragenlijst zal ongeveer 10 minuten van uw tijd in beslag nemen. Het is belangrijk dat u het onderzoek in één keer en ongestoord kunt afmaken. Er zijn geen goede of slechte antwoorden. Uw gegevens worden volstrekt vertrouwelijk en anoniem verwerkt. Deze gegevens worden enkel gebruikt voor dit onderzoek en zullen niet beschikbaar zijn voor derden. Deelname aan dit onderzoek is vrijwillig, u hebt daarom de mogelijkheid om op elk gewenst moment te stoppen met de medewerking.

Na afloop van het onderzoek kunt u, indien gewenst, aangeven dat u over de verkregen resultaten op de hoogte wilt worden gesteld.

Bij voorbaat hartelijk dank voor uw medewerking aan dit onderzoek!

Met vriendelijke groet,

Femke van Stratum

Als u na het onderzoek nog vragen heeft, kunt u contact opnemen met Femke van Stratum via f.l.vanstratum@student.utwente.nl

Wanneer u op akkoord klikt, geeft u aan dat u bovenstaande informatie heeft gelezen en akkoord gaat met deelname aan het onderzoek.

- Akkoord
 Niet akkoord

Introductievragen Tactus

Hierna volgen enkele korte vragen over uw bekendheid met een organisatie. Vult u deze alstublieft in.

Bent u bekend met de organisatie Tactus?

- Ja
 Nee

In hoeverre bent u bekend met het werk van de organisatie Tactus?

- Zeer bekend
 Redelijk bekend
 Matig bekend

Niet bekend

Geef hieronder aan op welke manier u momenteel betrokken bent of in het verleden betrokken bent geweest bij Tactus.

Medewerker Tactus

Vrijwilliger Tactus

Donateur Tactus

Cliënt Tactus

Niet

Anders, namelijk

Tekst conditie 1 en controlevraag (met Sheltersuit)

Hierna volgt een tekst over de organisatie Tactus. Leest u deze tekst alstublieft nauwkeurig door.

Tactus Verslavingszorg biedt hulp en advies aan mensen die in problemen komen door verslaving. Tactus staat voor het zoveel mogelijk beperken van de risico's voor de gezondheid en veiligheid van haar doelgroepen en de samenleving als gevolg van middelengebruik en verslavingsgedrag. Tactus biedt:

- Nachtopvang voor daklozen
- Voorlichting
- Reclassering
- Preventieactiviteiten
- Trajecten voor dagbesteding
- (Begeleid) wonen

Tactus zet zich in om snel en goed te kunnen inspelen op veranderende vragen en wensen van publiek, financiers, overheden en andere belanghebbenden. Tactus wil hen bovendien volledig inzicht verschaffen in haar doen en laten. Bij Tactus werken ze simpel gezegd volgens het principe: niet meer dan nodig, maar niet minder dan verantwoord. Met andere woorden: een zwaardere vorm van hulp wordt alleen ingezet wanneer een lichtere vorm onvoldoende is. De organisatie zoekt altijd naar de best passende behandeling en begeleiding. Een vorm van een dergelijke passende behandeling is de sheltersuit. De organisatie Sheltersuit fabriceert sheltersuits, een water- en winddichte jas die tot slaapzak getransformeerd kan worden. Overdag kan de slaapzak opgeborgen worden in een speciale rugtas en 's nachts kan het slaapzak gedeelte aan de jas geritst worden. De sheltersuits worden gratis weggegeven aan daklozen. Mensen die bij Tactus hulp zoeken en die er zelf voor kiezen om geen gebruik te maken van de mogelijkheden die Tactus biedt voor nachtopvang, worden door Tactus voorzien van een sheltersuit. Dit om te voorkomen dat daklozen op straat overlijden door de kou.

Bronnen: <https://www.tactus.nl> en <https://www.sheltersuit.com>

Hoe goed heeft u voorgaande tekst over Tactus Verslavingszorg en Sheltersuit gelezen?

Zeer gedetailleerd

Goed

Matig

Slecht

Niet

Reputation Quotient Questions

Hieronder ziet u een aantal stellingen. Geef hierbij aan in hoeverre u het met elke stelling eens bent, waarbij 0 helemaal oneens is en 6 helemaal eens. Het gaat hierbij om uw mening. Er zijn geen goede of slechte antwoorden.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik heb een goed gevoel over Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik bewonder en respecteer (het werk van) Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vertrouw Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus biedt producten en diensten van hoge kwaliteit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus ontwikkelt innovatieve producten en diensten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus biedt producten en diensten die waar voor uw geld bieden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus staat achter zijn producten en diensten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus ondersteunt goede doelen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus is een milieuverantwoorde organisatie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus hanteert hoge normen voor de manier waarop mensen worden behandeld.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus heeft een duidelijke visie voor zijn toekomst.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Extra vragen op straat slapen conditie 1

Geef hieronder aan in hoeverre u het met de volgende stellingen eens bent.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Daklozen zouden in de nachtopvang van Tactus moeten slapen in plaats van op straat met een sheltersuit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daklozen die niet in de nachtopvang van Tactus willen of kunnen verblijven, zouden een sheltersuit moeten krijgen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Donation questions (conditie 1)

De volgende vragen zijn puur hypothetisch. Het betreft hierbij geen fondswerving.

Hieronder ziet u wederom een aantal stellingen. Geef hierbij weer aan in hoeverre u het met elke stelling eens bent, waarbij 0 helemaal oneens is en 6 helemaal eens.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik heb de intentie om in de nabije toekomst geld te doneren aan Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef hieronder aan (door het pijltje te slepen) hoeveel geld u (eenmalig) zou willen doneren.

	0	10	20	30	40	50	60	70	80	90	100
Bedrag in euro's											

Geef hieronder aan in hoeverre u het met de volgende stellingen eens bent.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik zou specifiek geld willen doneren aan een samenwerkings-campagne tussen Sheltersuit en Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef hieronder aan (door met het pijltje te slepen) hoeveel geld u hier (eenmalig) aan zou doneren.

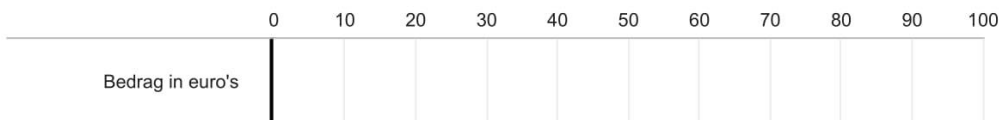
	0	10	20	30	40	50	60	70	80	90	100
Bedrag in euro's											

Geef hieronder aan in hoeverre u het met de volgende stellingen eens bent.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik vind dat sheltersuit projecten meer geld van Tactus zou moeten krijgen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dat er meer sheltersuits uitgedeeld zouden moeten worden door Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus heeft betere zaken om geld aan uit te geven dan aan de sheltersuit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheltersuit is een goede oplossing voor het daklozen probleem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheltersuit is slechts een tijdelijke oplossing voor het daklozen probleem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De doelen van Sheltersuit sluiten aan bij de doelen van Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik vind dat een donatie aan Tactus goed gebruikt wordt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De strategie van Sheltersuit sluit goed aan bij de strategie van Tactus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tactus zou niet samen moeten werken met Sheltersuit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wil Sheltersuit wel sponsoren, maar vind dat dit weinig te maken heeft met het werk van Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stelt u zich voor dat u 100 euro zou doneren aan Tactus, hoeveel hiervan zou volgens u specifiek naar sheltersuits moeten gaan? Geef hieronder een bedrag aan (door met het pijltje te slepen).



Tekst (controle)conditie 2 en controlevraag (zonder Sheltersuit)

Hierna volgt een tekst over de organisatie Tactus. Leest u deze tekst alstublieft nauwkeurig door.

Tactus Verslavingszorg biedt hulp en advies aan mensen die in problemen komen door verslaving. Tactus staat voor het zoveel mogelijk beperken van de risico's voor de gezondheid en veiligheid van haar doelgroepen en de samenleving als gevolg van middelengebruik en verslavingsgedrag. Tactus biedt:

- Nachtopvang voor daklozen
- Voorlichting
- Reclassering
- Preventieactiviteiten
- Trajecten voor dagbesteding
- (Begeleid) wonen

Tactus zet zich in om snel en goed te kunnen inspelen op veranderende vragen en wensen van publiek, financiers, overheden en andere belanghebbenden. Tactus wil hen bovendien volledig inzicht verschaffen in haar doen en laten. Bij Tactus werken ze simpel gezegd volgens het principe: niet meer dan nodig, maar niet minder dan verantwoord. Met andere woorden: een zwaardere vorm van hulp wordt alleen ingezet wanneer een lichtere vorm onvoldoende is.

Bron: <https://www.tactus.nl>

Hoe goed heeft u voorgaande tekst over Tactus Verslavingszorg gelezen?

- Zeer gedetailleerd
- Goed
- Matig
- Slecht

Niet

Extra vragen op straat slapen conditie 2

Geef hieronder aan in hoeverre u het met de volgende stellingen eens bent.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Daklozen zouden in de nachtopvang van Tactus moeten slapen in plaats van op straat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Daklozen die niet in de nachtopvang van Tactus willen of kunnen verblijven, zouden een alternatief aangeboden moeten krijgen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

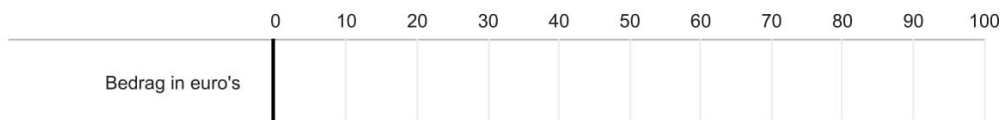
Donation questions (conditie 2)

Hieronder ziet u wederom een aantal stellingen. Geef hierbij weer aan in hoeverre u het met elke stelling eens bent, waarbij 0 helemaal oneens is en 6 helemaal eens.

De volgende vraag is puur hypothetisch. Het betreft hierbij geen fondswerving.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik heb de intentie om in de nabije toekomst geld te doneren aan Tactus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef hieronder aan (door het pijltje te slepen) hoeveel geld u (eenmalig) zou willen doneren.



Geef hieronder aan in hoeverre u het met de stelling eens bent.

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Een beetje mee eens	Mee eens	Helemaal mee eens	Geen mening
Ik vind dat een donatie aan Tactus goed gebruikt wordt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demografische gegevens

Hieronder volgen nog enkele demografische vragen. Vult u deze alstublieft in.

Wat is uw geslacht?

Wat is uw geboortejaar?

Wat is uw hoogst behaald opleidingsniveau?

- Basisonderwijs
- Voortgezet onderwijs
- Middelbaar beroepsonderwijs
- Hoger beroepsonderwijs
- Universitair onderwijs

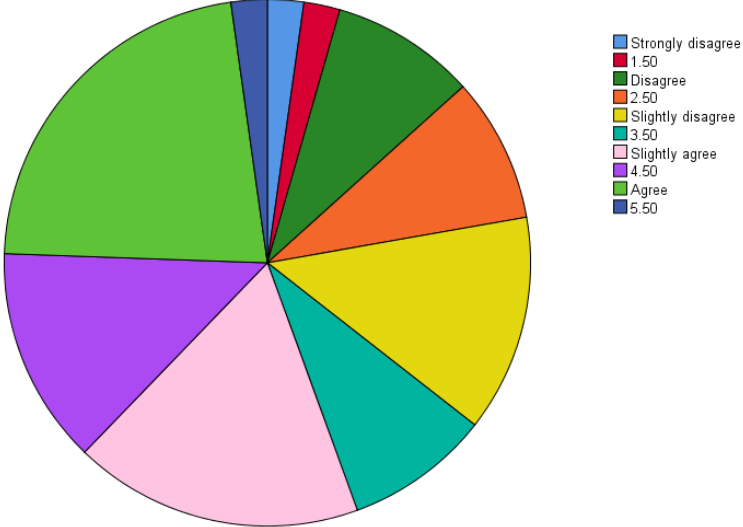
Afsluitende tekst

Bedankt voor het meedoen aan dit onderzoek. Door uw medewerking kunnen we meer inzicht verkrijgen in en werken aan problematiek rondom dakloosheid. Hartelijk bedankt! Drukt alstublieft op het pijltje hieronder om uw antwoorden op te slaan.

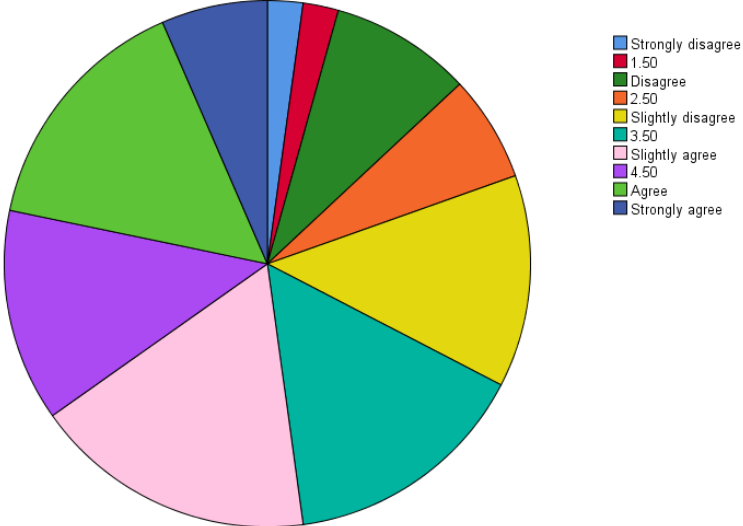
Heeft u nog vragen of opmerkingen over deze questionnaire?

Appendix C Pie charts additional results

Monetary cooperation Tactus and Sheltersuit



Distribution and solution problem



Mission and strategy

