

# FACULTY OF ARTS AND SOCIAL SCIENCES



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## **Applied Marketing Research into Carhartt.**

*Exploration of 'Carhartt Work In Progress' and whether customer engagement has sacrificed Carhartt's founding workwear heritage for modern popularity within the world of fashion.*

## Executive Summary

Research explores the origins of the “blue collar” workwear brand ‘Carhartt’ (Muller 2013) and their transition into the world of fashion. Exploring how Carhartt has used customer engagement and social media to communicate with a contemporary audience to change face. Found through the creation of their brand sub-division ‘Carhartt Work in Progress’ (WIP) label in 1989 (Carhartt 2020). Methodology follows the journey of Carhartt’s use of engagement and social channels to understand the consumer’s perception of a brand. ‘Instagram’ is initially picked apart in literature as an essential tool in fashion through creations of “snapshot aesthetics” (Colliander and Marder 2018). Used as bases for subsequent research objectives and study samples.

Following the exploration of Carhartt’s ‘Work in Progress’ brand division and whether the popularity of modern fashion over functional workwear means that the brand should change its output to focus as a fashion brand. Research is designed to benefit Carhartt as they move through demographics, to see if they need to realign their aims with modern trends, for the longevity of the brand.

The research question is therefore; ‘Should Carhartt move away from their workwear heritage and focus on their movement into the fashion industry, through the success of Carhartt Work in Progress?’

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# **Introduction to Literature Review**

## **Introduction and Business Issue**

Carhartt was founded in 1889 to provide quality workwear clothing, and did not see the fashion industry until nearly 100 years later (Carhartt 2020). It has been vital for Carhartt to diversify their brand through realisation of opportunity; realigning their resources to create new openings and avenues of business (Kirzner 1999; Grebel and Stutzer 2017). For Carhartt reallocation of resources was seen after the brand capitalised on famous faces donning their outfits in the late 1980s through the Work in Progress brand division (Carhartt 2020). Marrying current trends with their original heritage (Hine 2017).

A trend explored now through their use of customer engagement and social media, to present their iconic work wear brand to new generations of consumer. Vital in research to highlight the benefit of new branding and a reallocation of resources to push a brand into current trends. However, questions now arise over whether their success as a fashion outlet should now spearhead their image. Carhartt have found a gap in the streetwear market through the success of WIP, it now needs to be explored whether their original blue-collar image is holding them back.

Streetwear has become luxury modern fashion (Maloney 2019). Questioning whether this should be a focus Carhartt, or whether it should continue to rely on their founding workwear. Reiterated by the research question. Investigation therefore looks to dissect the idea of modern fashion and answer questions surrounding whether social media, brand image and customer engagement are what make a modern clothing brand successful.

Carhartt has created an image of durability, an image which still remains firmly intact (Gordan Morris Bakken 2011). The realisation is that ultimately style has not changed, simply its audience (Hine 2017). The research problem therefore revolves around the need for clothing brands to negotiate their image and social communications to successfully present themselves. For Carhartt specifically, whether this now should become a focus through potential redundancy of founding aims.

## **Review of Literature**

Literature looks to analyse how Carhartt has situated themselves in the midst of modern fashion, particularly through the need and use of customer engagement and social media (in this case Instagram). Exploring Carhartt's customer engagement and exploration into their movement and grasp of modern fashion.

Islam and Rahman (2016) depict customer engagement as essential in the fashion industry, creating loyalty and brand image. Seen through Carhartt's use of brand division in Instagram through the separate pages under the usernames 'Carhartt' and 'Carhart WIP' (Instagram 2020a, Instagram 2020b). Also, with various regional channels. One level of customer engagement through social media is 'brand involvement', reflecting an individual's level of interest (Hollebeek et al. 2014). An example of this from Carhartt WIP is their "Relevant Parties Podcast" (Carhartt WIP 2020), advertised on their website and Instagram. The same sites depict an abundance of content, highlighting a radio station, new fashion launches and further journals. Brodie et al. (2011) highlights the importance of customer engagement through brand experience. Carhartt therefore uses its brand through the division of the WIP range to create a new experience for customers and a more relevant image. Instagram is used to capture the younger, more fashion-conscious demographic.

It has been paramount that Carhartt and other fashion brands have utilised social media as a source of communication, knowing that nearly a third of the population uses the internet (Itu 2018). It is the most popular modern medium and therefore the best way to communicate with current and potential consumers. Lima et al. (2019) highlight the idea that community is created by brands through social media engagement. Sherman (2017) furthers this notion through the knowledge that community is vital in the equation of brand loyalty, especially within the nicheness of modern fashion. Research needs to follow whether Carhartt has unlocked a new community through social media or whether it is brand loyalty formed out of their heritage.

Furthermore, social media is increasingly integral to people's lives (Schivinski et al. 2016), and used by brands to be included as such. Utilised by Carhartt to be a part of not just an individual's work life, as their heritage would suggest, but their social too. Research will follow to discover the cross overs and differences between the opposites of the founding Carhartt brand and subsequent 'WIP', and how they are presented to their different audiences. Arguing further as to whether the contemporary WIP division is overtaking the original brand. Through Hollebeek et al.'s (2014) notion that consumer involvement is becoming one of the most important factors of brand connection and usage and therefore success (Tunca 2019). Asking whether Carhartt's transition to a modern brand through the use of social media and an emphasis on modern customer engagement has moved them too far away from the founding brand or whether this is necessary to survive within modern industry.

# Study 1 – Quantitate Design, Analysis and Findings

## *Quantitative Design*

Quantitative research explores consumer perception of Carhartt as per a fashion or workwear brand.

A multiple cross-sectional descriptive research design is used over need to explore a sample audience and their opinions, and multiple through the relevance of Carhartt wearers in the spectrum of workwear and fashion. Both samples are fielded the same questions and answered stored in the same data pot. As this study looks to delve into the whole image of Carhartt, wearers, workers, and people of relatively little knowledge will be questioned to grasp overall perspective.

Descriptive statistics will summarise the study. To understand if there is more brand meaning towards the fashion brand or the workwear and to better understand where brand loyalty lies in order to better focus future Carhartt communications.

## *Research Sample*

A questionnaire was devised using Qualtrics and distributed towards the sample. Advantages include inexpensive efficiency however the old-fashioned style may display a level of bias (Holt and Loraas 2018). The sample (N=20) was predominantly young (18-27 70%). Employment of participants varied, from traders (30%) to students (30%) to office workers (20%).

## *Data Collection Method*

An online survey (Appendix 1) was used to collect primary data, through Qualtrics. 17 close ended questions were designed, published and then distributed, in order to sample control (Malhotra 2020). While interview bias was best tried avoided through the variance of candidate. The research data collected was then analysed through the software R cloud.

## *Formulation of Hypothesis*

In order to reject or accept  $H_0$  ('Should Carhartt move away from their workwear heritage and focus on their movement into the fashion industry, through the success of Carhartt Work in Progress?'), several other hypotheses were formulated sequentially.

## **Development, Analysis and Findings**

Summarisation is provided in Appendix 2.

Research showed surprising variation of results and highlighted a new line of questioning. Has Carhartt WIP brand division obscured their aims and instead led consumers to confusion? Firstly, shown by the majority of respondents believing that Carhartt was both a workwear brand and a fashion brand (80% and 70%), yet under half had heard of WIP (45%). Where researched aimed to highlight the division of thought towards the clothing company through employment and media consumption, it instead presented varied views depicted not of profession but individual.

Subsequent hypotheses are explored through various two tailed tests to analysis participants original thoughts of Carhartt and subsequent answers throughout the survey.



## H1, H2

The first Hypothesis (*H1*) states; “consumers who see Carhartt as a fashion brand will be aware of Work In Progress”. Arguing that if Carhartt were to move away from their heritage then it would need a reliance of knowledge for WIP.

For *H1*; paired t test between questions 3 and 4 (appendix 1) highlight initial doubts, shown by data distributions below.

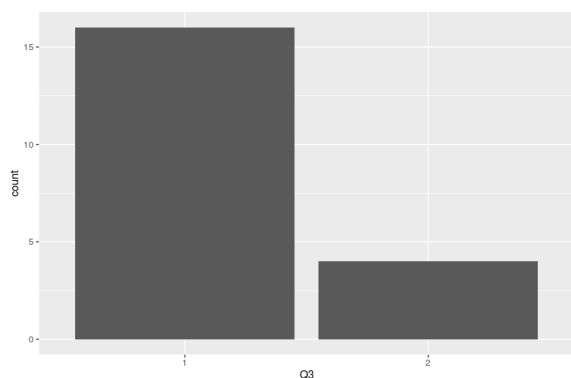


Figure 1 - perception of Carhartt as a fashion brand

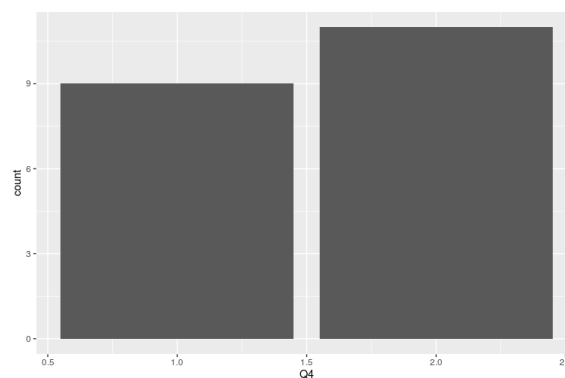


Figure 2 - knowledge of 'Work In Progress'

A Pearson Correlation Coefficient test suggested a positive relation, as  $r = 0.5922$  in favour of participants not thinking Carhartt is a workwear brand and not knowing about WIP. In the paired t test  $P = 0.0210$ , meaning that *H1* is rejected (p-value < 0.05) as highlighted by the p value and above graphs showing little correlation between subjects' admittance of Carhartt as a fashion brand and unknowing of WIP.

The alternative *H2* 'consumers are not aware of Carhartt WIP' is therefore accepted. Data was taken from participants who said Carhartt was both a fashion and workwear brand and then their subsequent response in question 4. In the two tailed  $P = 0.1679$ , therefore *H2* is accepted. Highlighting how despite participants knowledge of the Carhartt brand, ultimately consumers are not aware of WIP, despite it being their fashion brand. A Pearson Correlation Coefficient test further states that  $r = \text{NaN}$ , meaning there is no correlation between perception of Carhartt and WIP knowledge.

## H3, H4

Next steps looked to further explore the consumers unknowingness of WIP. *H3* states 'Consumers are aware of the difference in Carhartt and Carhartt WIP products', reiterating the notion of needed knowledge. In order to accept *H0*, consumers must be not only be aware of WIP, but also its products and purpose.

Analysis was taken from response to the first line of questioning, and subsequently the participants answer to question 7. Arguing that if consumers believe Carhartt is a workwear brand then they would shop for it at workwear stores. WIP is the only division of Carhartt seen in fashion retailers, shown by a simple search of 'Carhartt' into retailer 'ASOS' achieves the subsequent results, figure 3. All 311 products (as of 19/11/2020) are presented as 'Carhartt WIP'.

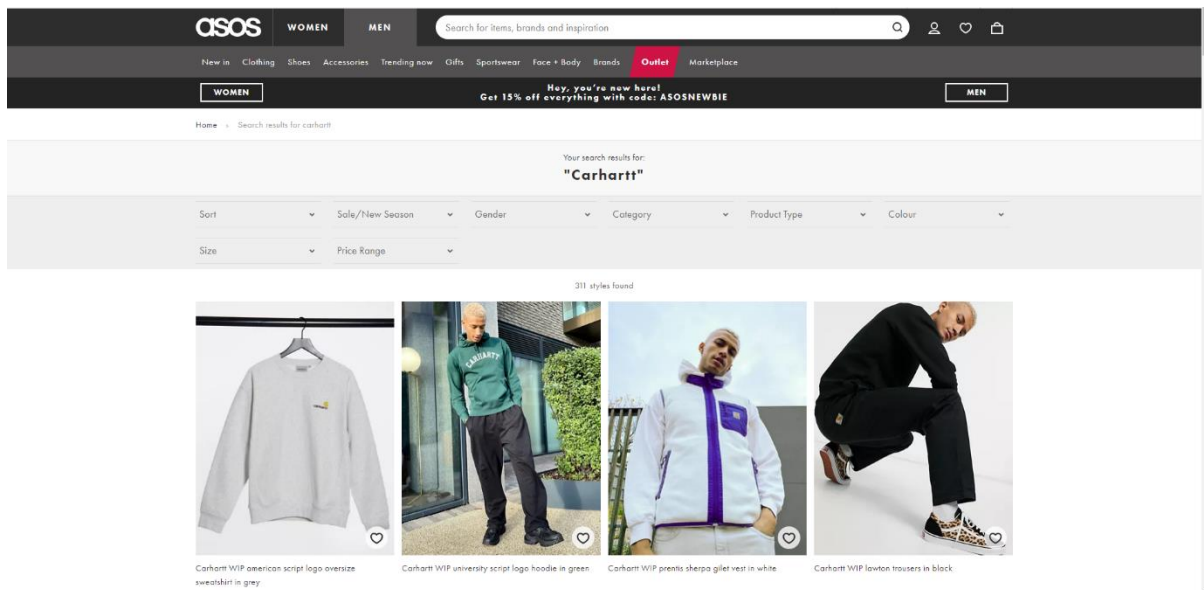


Figure 3 - Asos (2020)

$H3$  is rejected as  $P = 0.0012$ , when assuming that those who believe Carhartt is a workwear brand would look to buy products from a workwear related store. Instead they look to buy the product from a fashion retailer, which will only supply Work In Progress products. In the Pearson Correlation Coefficient test,  $r = 0.4082$  to show a weak correlation. Furthering the point that consumers are not aware that they are buying Carhartt WIP products.

The alternative  $H4$  which states 'consumers purchase Work In Progress products without knowing', is subsequently accepted, by assuming that options 1, 2, and 7 equate to workwear stores and the other fashion (Question 7). The paired t test  $P = 0.5770$ . Assumptions therefore can be made that consumers portrayal and shopping patterns suggest their view to Carhartt as a fashion brand, yet are unknowing towards the Work In Progress division. The Pearson Correlation Coefficient test further states that  $r = 0.6634$ . Highlighting a positive relationship between consumers perception and buying habits depicting Carhartt as fashion.

$H5$ ,  $H6$

Last line of analysis sort perception of consumers communication of the brand.  $H6$  asks whether 'practicality of Carhartt clothing makes it a workwear brand'. Through the proven lack of knowledge of WIP against the reiteration that Carhartt is a workwear brand. Asking then whether the style of Carhartt clothing limits them to a profession.

Analysis compares questions 8 and 12. Arguing the higher the score for question 8.1/8.2 the more likely they are to recommend Carhartt as workwear.  $P = 0.0091$  for Q8.1 and  $P = 0.0018$  for Q8.2. Pearson Correlation Coefficient tests (where participants with unanswered questions were nullified) gave answers of  $r = -0.3825$  and  $r = -0.4264$  respectively, showing a weak negative correlation.  $H5$  is subsequently rejected. Highlighting that Carhartt is often depicted as a fashion brand with its founding image of workwear as a basis of brand image, not use.

Finally, the alternative  $H6$  is accepted. Suggesting 'Carhartt is a fashion brand still in hold of its workwear heritage'. Questions 8 and 11 were analysed, using Q8.1 and Q8.2 to highlight

the fundamentals of workwear clothing, compared to Q11.3. **P = 0.1864** for Q8.1 and **P = 0.2121** for Q8.2. Therefore, H6 is accepted. Despite negative Pearson Correlation Coefficient tests of **r = -0.2246** and **r = -0.2382**, which are only weak.

*H0*

*H0* is rejected. Quantitative research has highlighted ambiguity towards the Carhartt brand. Consumers are increasingly seeing the brand as fashion yet are unaware of WIP, despite social communication. It is clear that foundations in workwear still run through brand image, and are still known to consumers as a blue-collar brand. To completely cut ties with their heritage would lose image with the consumers.

## Study 2 – Qualitative Design, Analysis and Findings

Through revelations in study 1, aim of research has altered. Following interviews targeted the same demographic to better understand thoughts towards the Carhartt's heritage. Research objectives focus on whether the workwear image is pivotal to the brand and whether WIP is instead built on founding blue-collar success. Measured through the samples acknowledgement of heritage and understanding of its footsteps in the fashion.

### Sampling Strategy and Description of Subjects

Sampling strategy was created through creation of demographic qualities which would be needed in sample, figure 4. Highlighting importance for knowledgeable wearers of Carhartt, through key benefits towards topic familiarity (Gubrium 2012).

3 participants were selected from the quantitative design who are well versed Carhartt wearers and opinionated towards the brand. While self-aware of their choices for consumption. Furthermore, two key demographics were looked at; wearers for workwear use and wearers for fashion use. One of each was subsequently selected accordingly, while a third subject was needed for quality assurance.

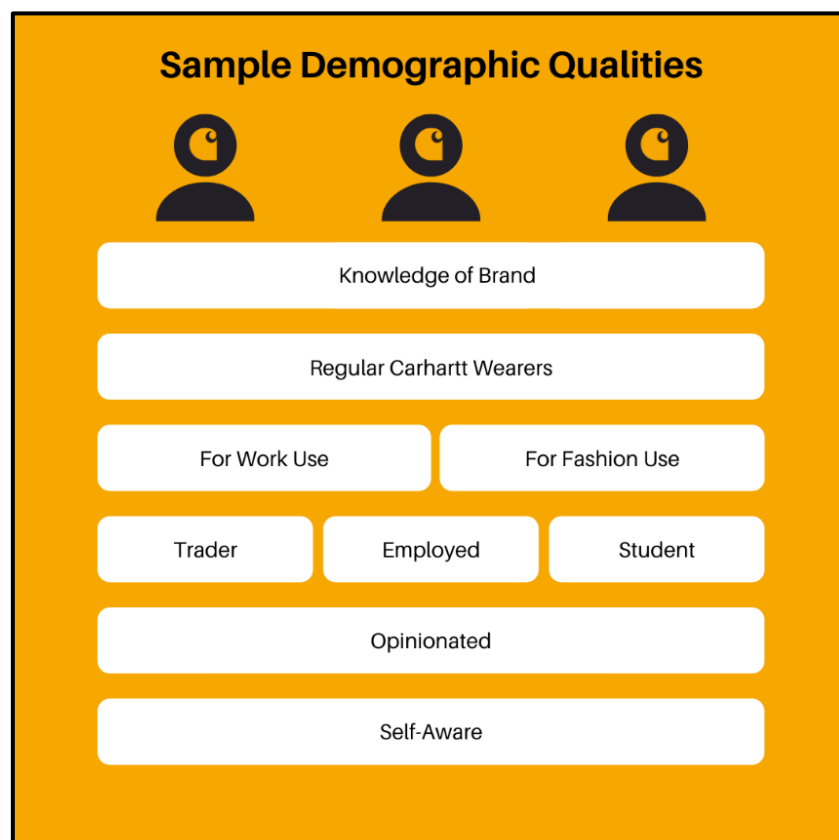


Figure 4 - Sample Demographic Qualities

## Interview Design and Guide

7 open-ended questions were designed to produce explanation for the themes revealed in study 1. Conversation is encouraged, sparking subjects to answer freely around the topic (McIntosh and Morse 2015; Bartholomew et al. 2000).

With *H0* rejected in quantitative study, following research objectives focus on the heritage of Carhartt instead of WIP. Trying to appreciate consumers founding feelings towards the label to better understand the brands direction.

RO1 – To understand if heritage has created success in the fashion world

RO2 – To understand if reliance on heritage depicts the future of the brand.

Measurements of the research objectives will stem from the consumers opinion of importance of the founding heritage for the overall success of the Carhartt brand.

Interview questions and answers are provided in the appendix.

## Data Collection and Initial Analysis

Braun and Clarke's (2006) model for thematic analysis are used (appendix). After data familiarisation, coding was generated around the research themes and organised accordingly. Coding followed the qualitative research objectives surrounding the heritage of Carhartt. Coding is provided for interview 1 (appendix).

Themes found in coding are reviewed through a thematic analysis map, figure 5

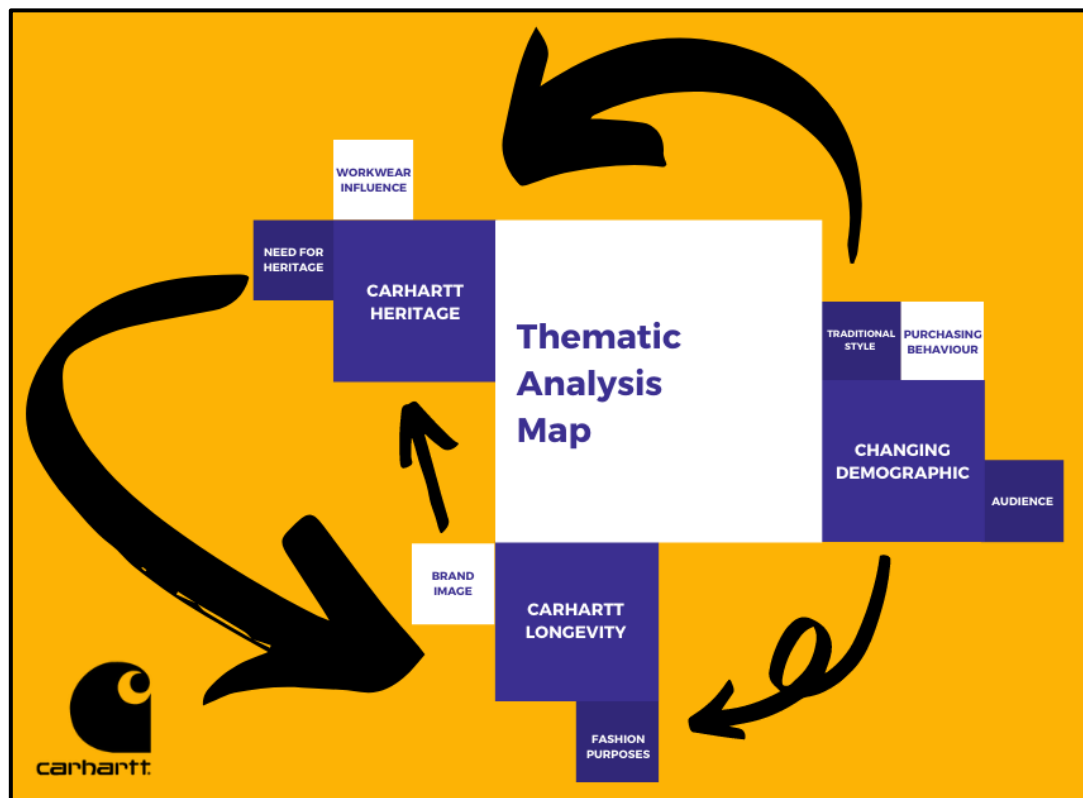


Figure 5 - Thematic Analysis Map

7 codes were organised into three main themes; Carhartt heritage, Changing demographic and Carhartt Longevity. Codes were shown to be somewhat interchangeable between themes throughout all interviews. Further thematic analysis of the three themes was undertaken across all interview responses, table 1. Helping to better define the themes for thematic report.

Table 2 – Interview code via themes

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Participant							
1							
2							
3							

## T1 – Carhartt Heritage

## T2 – Changing Demographic

## T3 – Carhartt Longevity

# Thematic Report

## T1

Carhartt are proud of their heritage, celebrating their 125-year history across socials and clothing (Carhartt 2020). Consumers perceptions however vary. Research showed themes of acknowledgement, that workwear heritage gives Carhartt unique style and quality. Davis (2008) depicts fashion as a sense of vocal embodiment, that the trousers you wear represent who you are. Carhartt’s success is then further analysed by Tong (2020) as romanticising workwear as a representation of “simpler times”. While this may be a stretch for a student who describes their purchasing behaviour as fashion orientated, there was key alliance through all participants that Carhartt’s embodiment of their heritage is what makes them stand out as a brand.

“I wouldn’t want Carhartt to just become like any other modern fashion brand, so maybe this workwear spin is what’s needed to make them stand out.”

“kind of the main selling point of the whole brand.”

While reasons for purchase may clearly contrast, the heritage of labour seems to embody the success of Carhartt. All consumers may not understand the meaning by the brand, however, especially in modern industry, the workwear spin on streetwear equates to success through unique origin.

## T2

Fashion consumption has to evolve through demographics to ensure the longevity. Carhartt has clearly done this with the WIP, whether realised by the consumer or not, it reimagines the blue-collar brand to new audiences. Consumer culture theory explores this a consumption cycle (Kim et al. 2014). Arguing that Carhartt could be becoming more fashionably through cyclical tastes. There is further acknowledgment from participants that popularity is needed for success, and that Carhartt is indeed popular.

“a lot of students and famous faces of my demographic wearing it for style.”

“I don’t know if styles are just changing or if Carhartt has found a market”

“It’s a fashion brand so I would say it is just trying it’s best to be popular.”

Research shows therefore that is necessary for Carhartt to adapt to a younger demographic for longevity purposes. While it is also still true that tradesmen rely on the workwear, so an abscondment of traditional apparel would be a cruel treatment of their founding and arguably most loyal customer. So, whether this workwear is a modern trend or a lasting phase, there is consensus that Carhartt should be doing what it can for its own wellbeing.

*T3*

Issues surrounding longevity have already been raised, questions should focus more on the future of the brand. There is obvious evidence to support that the WIP strategy has been highly successful, and may well even be the long-term future of the brand. Many of its new demographic would have quite rightly never heard of the brand without it.

“I never would have heard of Carhartt if it wasn’t for Work in Progress, because I know that’s how the put across their fashion”.

It is hugely recognised that there would be no future of Carhartt without their decorated past. WIP is merely a label used to connect with a new audience, all success is born out of their past triumphs. To disregard the past would therefore breakdown what they have, and also alienate a demographic which helped put the company where it is today. WIP may still be essential to the brands longevity through the bridges of communication it has assembled, but it needs to hold bearing to its blue-collar foundations in order to continue to lead somewhere with structural integrity.

## **Qualitative Conclusion**

Research found reliance on the workwear image of Carhartt clothing. Despite contrasts of brand need and a realisation of an evolving demographic, there was consensus that the heritage of Carhartt and subsequent style, born out of blue-collar work, has held the foundations of success.

## **Recommendations and Conclusions**

This paper set out to depict whether Carhartt should step away from the blue-collar heritage and better focus on their WIP division through recent success within social communications and the fashion industry. Instead, research found a reliance on the workwear foundations which run through the brand, as reason for their fashioned success. Through unique qualities wanted within their growingly style-conscious audience.

Carhartt should continue to bare reliance on their foundations for the longevity of the brand. Although knowing that this longevity rests on their domain within fashion through the reality of expanding demographics and need to broaden audience. While it is clear that tradesmen are still big participants within the brand, their purchasing behaviour is less frequent. Yet both demographics are shown to communicate for the same stand out reasons. For the unique product placement of Carhartt and their durable style makes them a favourite.

Carhartt's past, current and future success is therefore born out of their blue-collar work force. The original research question is rejected. Unique ties present individual qualities not seen often enough in the fashion world, while loyal customer bases within the working industry provides sustainable demand alongside consistent products.



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## Appendix.

### Appendix 1. 'Carhartt's Brand Depiction' survey

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#### Start of Block: Carhartt's Brand depiction

Q1 Dear Participant, thank you for participating in the survey for the study of Carhartt's social media communication and their subsequent brand image. Please read the questions carefully, answering truthfully, and to the best of your knowledge. The survey will take no longer than 5 minutes.

---

Q2 Do you consider Carhartt a workwear brand?

☐ yes (1)

☐ No (2)

---

Q3 Do you consider Carhartt a fashion brand?

☐ yes (1)

☐ No (2)

---

Q4 Have you heard of Carhartt Work in Progress?

☐ yes (1)

☐ No (2)

---

Q5 How did you first hear about Carhartt?

- ☐ Colleagues (1)
  - ☐ Social Media (2)
  - ☐ Friends (3)
  - ☐ Workwear retailer (4)
  - ☐ Fashion retailer (5)
- 

Q6 What (if any) of the following are you aware of Carhartt in/on?

- ☐ Workwear Stores (1)
  - ☐ Fashion Stores (2)
  - ☐ Instagram (3)
  - ☐ Carhartt Website (4)
  - ☐ Carhartt Work In Progress Website (5)
-

Q7 If you were to buy a Carhartt product, where would you purchase it from? (select one)

- ☐ Workwear Retailer Store (1)
- ☐ Online Workwear Retailer (Workwear Express) (2)
- ☐ Fashion Store (3)
- ☐ Online Fashion Retailer (Asos) (4)
- ☐ Carhartt Work in Progress Store (5)
- ☐ Carhartt Work In Progress Website (6)
- ☐ Carhartt Website (7)

Q8 To what extent do you agree with the following statement....

From Strongly Agree to Strongly Disagree

[illegible]

Q9 To what extent do you associate these retailers to Carhartt?

From Strong Association to No Association

	Strong Association (1)	Associated (2)	Somewhat Associated (3)	No Association (4)
Workwear Express (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best Workwear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MI Supplies (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Look (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asos (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flatspot (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 To what extent do you associate these other brands to Carhartt?

From 1 (Strong Association) to 4 (No Association)

	Strong Association (1)	Associated (2)	Somewhat Associated (3)	No Association (4)
Regatta (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Result (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dickies (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patagonia (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The North Face (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stussy (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----



Q11 To what extent do you agree with the following statements?

From Strongly Agree to Strongly Disagree

	Strongly Agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
Carhartt is a workwear brand (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carhartt is an outdoor wear brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carhartt is a fashion brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carhartt is a streetwear brand (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 What do you think other people think of Carhartt as a brand?

☐

Carhartt is a workwear brand (1)

☐

Carhartt is a fashion brand (2)

Q13 How familiar are you of Carhartt on the following platforms?

From Extremely familiar to Not familiar at all

	Extremely familiar (1)	Very familiar (2)	Moderately familiar (3)	Slightly familiar (4)	Not familiar at all (5)
Twitter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical Advertisement (Leaflets/ Magazine) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----

Q14 On what platforms have you interacted with Carhartt?

- ☐ Twitter (1)
  - ☐ Instagram (2)
  - ☐ YouTube (3)
  - ☐ Television (4)
  - ☐ Email (5)
  - ☐ Facebook (6)
  - ☐ Other online advertisement (7)
  - ☐ Physical Advertisement (Catalogue) (8)
- 

Q15 Who are you likely to recommend Carhartt to?

i.e. Friends, colleague,...

---

Q16 What is your profession?

i.e. Student, trader....

---

Q17 What is you age?

☐ 18-27 (1)

☐ 28-37 (2)

☐ 38-47 (3)

☐ 48-58 (4)

☐ 58 + (5)

---

Q18 Thank you for your participation.

End of Block: Carhartt's Brand depiction

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## Appendix 2. Hypothesis results

Hypothesis	Hypothesis Testing	Significance	Pearson Correlation Coefficient
<i>H1</i> 'Consumers who see Carhartt as a fashion brand will be aware of Work In Progress'	Rejected  - alternative <i>H2</i> accepted	P = 0.0210	r = 0.5922
<i>H2</i> 'Consumers are not aware of Carhartt WIP'	<u>Accepted</u>	P = 0.1679	r = NaN
<i>H3</i> 'Consumers are aware of the difference in Carhartt and Carhartt WIP products'	Rejected  - alternative <i>H4</i> accepted	P = 0.0012	r = 0.4082
<i>H4</i> 'Consumers purchase Work In Progress products without knowing'	<u>Accepted</u>	P = 0.5770	r = 0.6634
<i>H5</i> 'Practicality of Carhartt clothing makes it a workwear brand'	Rejected  - alternative <i>H6</i> accepted	P = 0.0091 P = 0.0018	r = -0.3825 r = -0.4264
<i>H6</i> 'Carhartt is a fashion brand still in hold of its workwear heritage'	<u>Accepted</u>	P = 0.1864 P = 0.2121	r = -0.2246 r = -0.2382

### **Appendix 3. Interview Design**

*Intro.*

Hello, my name is Josh and today I will be discussing with you about your perceptions of Carhartt and whether the workwear heritage of clothing company is what makes it attractive as a fashion brand. Please answer the questions as freely as possible as all information will remain confidential and anonymous throughout the research process. The interview will be recorded, however, upon completion of the project it will be deleted. Thank you again for taking part in this study. Just to confirm, you have read and signed the consent form and are happy to proceed?

1.

What purpose do you wear Carhartt clothing for?

2.

Is the durable style of Carhartt a key selling point for you, or is there other visible reasons for your purchase?

3.

Is the workwear heritage a key selling point for you?

4.

Who do you think Carhartt are currently targeting with their clothing?

5.

Has the Work in Progress brand division of Carhartt been important for either you or the brand itself?

6.

Where do you think the Carhartt brand is going?

7.

Should more be being done to protect the heritage of the brand?

## Appendix 4. Interview Transcripts (Answers)

### Interview 1 – Student

1. For me the purpose is fashion. I like the way the clothes look, and I also like the fit compared to other clothes, which is why I tend to buy Carhartt stuff. So yeah, I guess, the purpose is to look good. I'm a student so I don't really need to worry about office clothes or whatever, I only ever really shop for fashion.
2. I guess that sort of fits in with what I said about the fit and style of the clothes. I like the way they look more than anything. I guess that could be to do with workwear, I know that's where they came from, but it is not why I buy the clothing, like I don't work in it. But then again, I buy durable clothes like cargo trousers from them so maybe that is just the kind of fashion that I am into.
3. Not particularly. As I mentioned, it is not like I buy Carhartt stuff because I am going to need it to do a job. Then again, if the reason they make their clothes like that is because of workwear, if that's how you phrased it, then I am all for it. I like the style, so maybe workwear has just become popular. Because I see a lot of people wearing Carhartt stuff and I don't think any of them are using it for workwear.
4. I guess I just touched on that a bit. I certainly see a lot of students and famous faces of my demographic wearing it for style. I do also know some traders who wear it, but again I think it might be because it is being seen as a cooler brand. I would say young people is who they are targeting, at least I feel they are targeting me.
5. Uhm, I guess I never would have heard of Carhartt if it wasn't for Work In Progress, because I know that's how they put across their fashion stuff. Like you can only buy Work in Progress stuff on Asos not just Carhartt, if you know what I mean. I don't think everyone gets that though. But I guess if Carhartt itself was popular then I would have just bought that, because like I said I like the style and I don't think that is really depicted by Work in Progress because that is just an added label they don't necessarily need. I guess I always just saw it as a way for company to divide it up themselves, less for consumers because I don't really think they know what is going on.
6. I don't really understand. It's a fashion brand so I would say it is just trying it's best to be popular.
7. I didn't realise it was under threat to be honest. Maybe I'm part of the problem if that is the case. Like I have said I'm not really fussed about their heritage, or the Work In Progress division, but if those are the reasons I like their clothes then I will support it. I wouldn't want Carhartt to just become like any other modern fashion brand, so maybe this workwear spin is what's needed to make them stand out. Because I can only really compare them to Dickies and I guess they are cut from the same cloth, because I know Dickies is also quite focused on workwear. So yeah, maybe the reason why Carhartt is so popular, at least with people I know, is because this workwear thing gives them an edge.

## Interview 2 – Trader

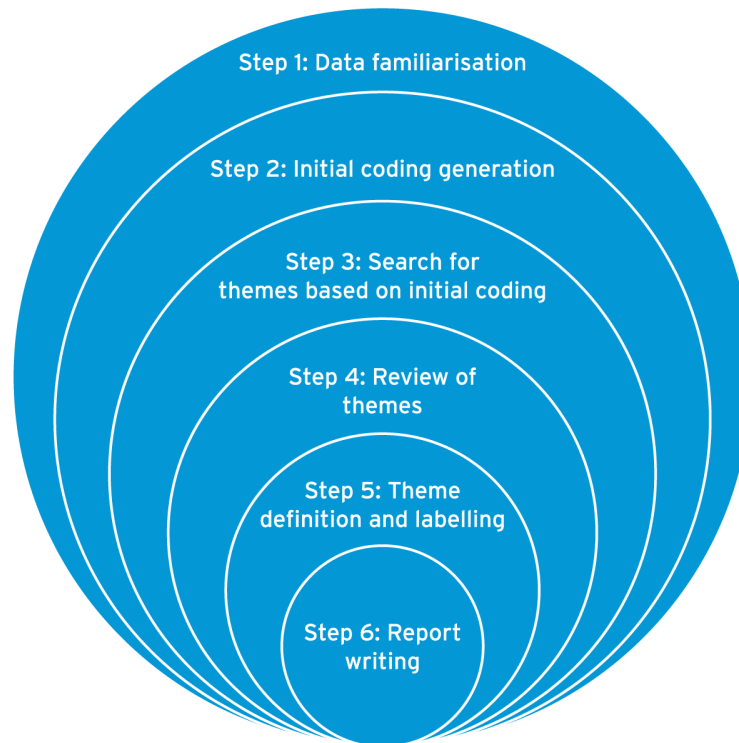
1. For me it is definitely workwear. It's comfortable, fit for purpose, and exactly what I need for what I do. I'm a mechanic and they even have specific ranges for us guys. Tio be fair though it has been a while since I have bought anything, maybe that is just a testament to the quality of it (laughter).
2. Oh, one hundred per cent. I mean I do also like the way the gear looks, I mean that is why I tend to buy Carhartt stuff over other brands. I also sometimes wear the Carhartt trousers out and about. But I don't really see myself as fashionable so it's more because I just like the way it looks and the fit.
3. Not particularly, but I guess that means it is catered for me so yeah it is a good thing in my perspective. I guess they have always made good working clothes, since I have been working at least.
4. All I know is that people I work with use it regularly. Would have to say workmen then surely? It is work clothing after all isn't it? I can't imagine it would be that popular with kids, but I have no idea about fashion, so who knows?
5. I don't really know what that is. I had a look after your survey thing, and understand it is something to do with fashion. But like I have sort of mentioned it isn't really applicable to me so I just stick to the normal Carhartt works stuff.
6. Uhm, I don't really get the question. I just see them as a workwear brand, so maybe just going in that direction. They seem to be doing alright as far as I and my colleagues are concerned, so yeah.
7. Like I have said I don't really think there is anything wrong with what Carhartt are doing. I see them as workwear and not fashion, but maybe that's just because I'm old (laughter). I would like to see Carhartt continuing what they do because I think they are fairly, not important because I could always buy something else, but it would definitely be a shame if they stopped producing stuff for the likes of me.



### Interview 3 – Office worker

1. It's casual. I'm not going to sit here and say that I wear the stuff day in day out, but it is for sure a part of the collection of clothes that I wear, so yeah it is casual clothing which I do like. Ironically, I do wear it to work too, not that it is traditional workwear. Just relaxed policy, you know? The purpose then is just clothes then isn't it?
2. I can see what you're trying to get at. Carhartt is just fashionable, that sort of rugged look is just a part of it, which I assume is why it is becoming increasingly popular with people. I don't know any tradesmen or however you phrase it, but I do know lots of people around my age group who wear Carhartt as casual wear, which is kind of how I depict them anyway.
3. If that comes under the style of it then yeah, I would imagine that is kind of the main selling point of the whole brand. It is workwear that is fashionable, I don't know if styles are just changing or if Carhartt has found a market but they seem to be doing pretty well whatever it is they are doing.
4. I'm only really aware of the fashion side of things so I would have to say that is what they target. Surely it is a lot easier to make money in fashion because there is a quicker turn a round of things, I don't know? Like in workwear surely you buy something once then that's it. Fashion is always changing, so I don't know, I might not even like Carhartt in a few years or so, it is kind of just a trend at the moment.
5. Well Work in Progress is the fashion side of Carhartt, I know that. I doubt I would be trolling through workwear websites or whatever, I don't even know any, for Carhartt clothing. In fact, I doubt I would have ever have even heard of them if they weren't on Asos or whatever. So yeah, of course it has been important to me, it wouldn't really be fashionable without it. I know some people might be indie of whatever and buy alternative clothing from work shops or whatever they are called, but really, I don't think most of us would be fussed or even have heard of the thing.
6. I think I tried to mentioned this before. But who really knows? I think fashion is pretty fickle so I would say they are just trying to do the best the possibly can at the moment because they might not be the in thing in a few years.
7. If that is what makes it cool then yeah, but then again is it really under threat? I mean not all of their clothing revolves are workwear, of course, I mean they sell t-shirts and stuff so how could they. But there is still that element there, like I know about the brand when buying stuff. But maybe that is because I know about Carhartt, like another person may just see a t-shirt, but I guess it is just whatever sells.

## Appendix 5. Thematic Analysis Model (Braun and Clarke 2006)



## Appendix 6. Coding Generation, Qualitative Interview 1

Question	Answer	Initial Codes
1	For me the purpose is fashion. I like the way the clothes look, and I also like the fit compared to other clothes, which is why I tend to buy Carhartt stuff. So yeah, I guess, the purpose is to look good. I'm a student so I don't really need to worry about office clothes or whatever, I only ever really shop for fashion.	Traditional Style Fashion Purposes Purchasing Behaviour
2	I guess that sort of fits in with what I said about the fit and style of the clothes. I like the way the look more than anything. I guess that could be to do with workwear, I know that's where they came from, but it is not why I buy the clothing, like I don't work in it. But then again, I buy durable clothes like cargo trousers from them so maybe that is just the kind of fashion that I am into.	Traditional Style Workwear Influence Fashion Purposes
3	Not particularly. As I mentioned, it is not like I buy Carhartt stuff because I am going to need it to do a job. Then again, if the reason they make their clothes like that is because of workwear, if that's how you phrased it, then I am all for it. I like the style, so maybe workwear has just become popular. Because I see a lot of people wearing Carhartt stuff and I don't think any of them are using it for workwear.	Need for Heritage Fashion Purposes Audience

4	I guess I just touched on that a bit. I certainly see a lot of students and famous faces of my demographic wearing it for style. I do also know some traders who wear it, but I again I think it might be because it is being seen as a cooler brand. I would say young people is who they are targeting, at least I feel they are targeting me.	Audience Workwear Influence Brand Image
5	Uhm, I guess I never would have heard of Carhartt if it wasn't for Work In Progress, because I know that's how the put across their fashion stuff. Like you can only buy Work in Progress stuff on Asos not just Carhartt, if you know what I mean. I don't think everyone gets that though. But I guess if Carhartt itself was popular then I would have just bought that, because like I said I like the style and I don't think that is really depicted by Work in Progress because that is just an added label they don't necessarily need. I guess I always just saw it as a way for company to divide it up themselves, less for consumers because I don't really think they know what is going on.	Fashion Purposes Traditional Style Brand Image Audience
6	I don't really understand. It's a fashion brand so I would say it is just trying it's best to be popular.	Fashion Purposes
7	I didn't realise it was under threat to be honest. Maybe I'm part of the problem if that is the case. Like I have said I'm not really fussed about their heritage, or the Work In Progress division, but if those are the reasons I like their clothes then I will support it. I wouldn't want Carhartt to just become like any other modern fashion brand, so maybe this workwear spin is what's needed to make them stand out. Because I can only really compare them to Dickies and I guess they are cut from the same cloth, because I know Dickies is also quite focused on workwear. So yeah, maybe the reason why Carhartt is so popular, at least with people I know, is because this workwear thing gives them an edge.	Need for Heritage Traditional Style Workwear Influence Audience