

# Consumer: Interview & Discussion Guide

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## OBJECTIVES

- Understand current stakeholder goals, behaviors, and perceptions of their role in the fast fashion industry as it relates to consumer attitudes and sustainability choices
- Investigate what level of influence this stakeholder has on others and how they engage with other stakeholder connections in the fast fashion, consumer, and sustainability ecosystem

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## DURATION

30 minutes

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## METHOD

Virtual (Zoom)

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## INTERVIEW STRUCTURE

1. Introductions
  2. Understanding Goals, Behaviors, and Perceptions
  3. Investigating Stakeholder Connections
  4. Closing
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## INTRODUCTIONS

### Research Introductions

Hi Charmaine,

Thank you again for making the time to speak with us. My team and I are all graduate students working on a project related to consumer behavior in the context of apparel and the fashion industry, so we're talking with online shoppers, brand influencers, apparel companies, rating agencies, and more. So we're super excited to chat with you and are looking to learn more about your experiences and perceptions as an online shopper.

This conversation is really meant to be open-ended, so know that we're not looking for a specific answer. We're really just looking to hear from you and gain insight from your perspective and lived experience/expertise.

Anything you share with us will of course be kept confidential, and is only being used to inform our research approach, so feel free to be as open and honest as you are comfortable.

Now before we begin, do you have any questions?

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## UNDERSTANDING CURRENT GOALS, BEHAVIORS, & PERCEPTIONS

- Can you briefly tell us a bit about yourself?  
*Probes: [skip if already answered]*
    - How would you describe your style?
    - Do you mostly shop for yourself or do you shop also for others?
    - Can you describe your shopping habits? When do you
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usually decide to shop and how often? What makes you decide you want to buy something? How do you feel about this routine?

- Where do you often shop and why those brands?
- Tell us about the last time you shopped for something? What was it for? What did you buy, from where? And how did you feel during that experience?

- How do find or discover new items that you want to buy?

*Probes: [skip if already answered]*

- How do you feel about those sources? What do you like about them? Dislike about them? Why?
- What influences you to make a purchase? What thoughts go through your head when you are thinking about an item from the first time you see it to the moment you buy it?
- What do you feel like is challenging about your shopping experience? What do you wish could be different?
- What do you do with your clothes once you receive them? How often do you wear those clothes? What happens to them if you notice you're not wearing them as much anywhere?

- How often do you think about the sustainability of your shopping choices?

*Probes: [skip if already answered]*

- What does *that* ('sustainability') mean to you and how does it, if at all, play a role in your shopping? What about ethical? Responsible?
- Are there any people, organizations/brands, resources that you turn to when you think about sustainable shopping?
- What might be some challenges for you considering sustainability in your shopping routine?
- What would you do if these weren't challenges?

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## INTERACTION WITH PROGRAM

Who else informs your fashion choices and shopping decisions?

*Probes: [skip if already answered]*

- What are your interactions like with other friends and family members? How, if any, have they influenced your choice to shop?
  - What are your interactions like with fashion brands?
  - What are your interactions with influencers?
  - What are your interactions like with sustainability resources if any?
  - How do these engagements and interactions make you feel?
  - Have any of these stakeholders had a take on sustainability that they shared with you or that you know about?
  - What are stakeholders that you wish you could engage with more, and why?
  - What do you wish you had more control over in your
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shopping experience?

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## CLOSING

- Based on the conversation so far and what you know about our research topic, what else do you think is something we should know that we didn't necessarily ask about or cover?
- Any resources you think would help further inform our work?

*Thank you this has been wonderful talking to you. Again, we appreciate you taking the time to share your story and experiences with us, and your input is going to be extremely valuable to us as we continue our research.*

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# Social Media Influencer: Interview & Discussion Guide

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## OBJECTIVES

- Understand current stakeholder goals, behaviors, and perceptions of their role in the fast fashion industry as it relates to consumer attitudes and sustainability choices
- Investigate what level of influence this stakeholder has on others and how they engage with other stakeholder connections in the fast fashion, consumer, and sustainability ecosystem

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## DURATION

30 minutes

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## METHOD

Virtual (Google Meet)

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## INTERVIEW STRUCTURE

1. Introductions
  2. Understanding Goals, Behaviors, and Perceptions
  3. Investigating Stakeholder Connections
  4. Closing
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## INTRODUCTIONS

### Research Introductions

Hi Claire,

Thank you again for making the time to speak with us. My team and I are all graduate students working on a project related to consumer behavior in the

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context of apparel and the fashion industry, so as part of that, we're talking with online shoppers, brand influencers, apparel companies, rating agencies, and more. We're super excited to chat with you and are looking to learn more about your experiences and perceptions as a social media influencer.

This conversation is really meant to be open-ended, so know that we're not looking for a specific answer. We're really just looking to hear from you and gain insight from your perspective and lived experience/expertise.

Anything you share with us will of course be kept confidential, and is only being used to inform our research approach, so feel free to be as open and honest as you are comfortable.

Now before we begin, is it ok with you if we record this to ensure we get all the notes we need?

Finally, do you have any questions for us?

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## UNDERSTANDING CURRENT GOALS, BEHAVIORS, & PERCEPTIONS

- Can you briefly tell us a bit about yourself?

*Probes: [skip if already answered]*

- **What made you decide to become an influencer?** What was journey like up until now?
- **What motivates you to create content?** Where do you draw inspiration or information from on what to post?
- **How would you describe your content?** And what would you say is the goal of your content?
- **What brands do you promote and why?** How often?

- How would you describe your follower base?

*Probes: [skip if already answered]*

- **How much do you know about your follower base?** What are some typical responses to your content, good or bad?
- **How much do you interact with them and in what ways?**
- **What do you want them to take away from your content?** What excites you about what they takeaway / what worries you?
- How much influence do you think you have on your followers? How does that make you feel?
- Have you ever met one of your followers in real life? What, if anything, did they share about their reactions to your content?

- How often do you think about the sustainability of your shopping choices?

*Probes: [skip if already answered]*

- **What does *that* ('sustainability') mean to you and how does it, if at all, play a role in your work as an influencer?** What about ethical? Responsible?
  - **What do you know about your followers and their perceptions and behaviors around sustainability?**
  - **What might be some challenges for you integrating**
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**sustainability in your role?**

- What would you do if these weren't a challenge?

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**INTERACTION  
WITH PROGRAM**

Besides your followers, who else do you interact with to build your content?

*Probes: [skip if already answered]*

- **Who, if anyone or anything, informs your fashion and shopping choices?**
- What are your interactions like with **other influencers**? How, if any, have they influenced your work?
- What are your interactions like with **fashion brands**?
- What are your interactions like with **sustainability advocates**, if any?
- How do these engagements and interactions **make you feel**?
- Have any of these stakeholders had a take on sustainability that they shared with you or that you know about?
- **What stakeholders do you wish you could engage with more, and why?**
- **What do you wish was different about your role? What do you wish you had more control over?**

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**CLOSING**

- Based on the conversation so far and what you know about our research topic, what else do you think is something we should know that we didn't necessarily ask about or cover?
- Any resources you think would help further inform our work?

*Thank you, it has been wonderful talking to you. Again, we appreciate you taking the time to share your story and experiences with us, and your input is going to be extremely valuable to us as we continue our research.*

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# **Responsible Fashion Advocate: Interview & Discussion Guide**

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## **OBJECTIVES**

- Understand current stakeholder goals, behaviors, and perceptions of their role in the fast fashion industry as it relates to consumer attitudes and sustainability choices
- Investigate what level of influence this stakeholder has on others and how they engage with other stakeholder connections in the fast fashion, consumer, and sustainability ecosystem

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## **DURATION**

30 minutes

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## **METHOD**

Virtual (Zoom)

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## **INTERVIEW STRUCTURE**

1. Introductions
  2. Understanding Goals, Behaviors, and Perceptions
  3. Investigating Stakeholder Connections
  4. Closing
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## **INTRODUCTIONS**

### **Research Introductions**

Hi Mackenzie,

Thank you again for making the time to speak with us. My team and I are all graduate students working on a project related to consumer behavior in the context of apparel and the fashion industry, so we're talking with online shoppers, brand influencers, apparel companies, rating agencies, and more. So we're super excited to chat with you and are looking to learn more about your experiences and perceptions as a responsible fashion advocate.

This conversation is really meant to be open-ended, so know that we're not looking for a specific answer. We're really just looking to hear from you and gain insight from your perspective and lived experience/expertise.

Anything you share with us will of course be kept confidential, and is only being used to inform our research approach, so feel free to be as open and honest as you are comfortable.

Now before we begin, do you have any questions?

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## UNDERSTANDING CURRENT GOALS, BEHAVIORS, & PERCEPTIONS

- Can you briefly tell us a bit about yourself?

*Probes: [skip if already answered]*

- What made you decide to make responsible fashion a part of your career? What was your journey like up until now?
- How would you describe your role as a responsible fashion advocate? What does that look like across the different roles you played in industry and academia?
- What would you say is the goal of the work you're promoting? What has been exciting about that and what has been challenging?

- Can you describe some of the projects you have worked on promoting responsible fashion?

*Probes: [skip if already answered]*

- What efforts do you think have been really effective? Where have there been hurdles and still work left to be done?
- How often do you interact with consumers? What behaviors do you wish you could steer them towards? How would you describe the level of influence you have on them?
- What might be some challenges for you integrating sustainability in consumer choices?
- If you had all the resources, and could do anything, what do you think would solve this?

- How often does sustainability come up in your work?

*Probes: [skip if already answered]*

- What does *that* ('sustainability') mean to you? What about ethical? Responsible?
- What do you know about consumers and their perceptions and behaviors around sustainability?

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## INTERACTION WITH PROGRAM

Besides your followers, who else do you interact with to build your content?

*Probes: [skip if already answered]*

- Who, if anyone or anything, informs your perspectives and work in responsible fashion?
  - What are your interactions like with other advocates and organizations?
  - What are your interactions like with fashion brands?
  - What are your interactions like with social media?
  - How do these engagements and interactions make
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you feel?

- Have any of these stakeholders had a take on sustainability that they shared with you or that you know about?
- What are stakeholders that you wish you could engage with more, and why?
- What do you wish was different about your role?  
What do you wish you had more control over?

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## CLOSING

- Based on the conversation so far and what you know about our research topic, what else do you think is something we should know that we didn't necessarily ask about or cover?
- Any resources you think would help further inform our work?

*Thank you this has been wonderful talking to you. Again, we appreciate you taking the time to share your story and experiences with us, and your input is going to be extremely valuable to us as we continue our research.*

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