**Participant 10**

**Interviewer**: I greatly appreciate your willingness to participate in my dissertation research and value the time and contribution you are making. Thank you!

**Participant**: It's my pleasure to take part in this interview. Thank you for having me!

**Interviewer**: Among the above companies, are you aware of all these companies or is there any company that you have not heard about?

**Participant**: I have not heard anything about Topshop and the rest of the companies are known, but I'm not a consumer of these companies altogether.

**Interviewer**: From the above listed brands, which do you follow on social media?

**Participant**: I follow.

**Interviewer**: Okay. And among the above mentioned brands, which one has the best website for its online presence where it helps you to find things easily?

**Participant**: Unfortunately, I have been to all of their websites to buy stuff. Every website is cluttered and the inventory is always dislocated. But among all of those, if I rate, I go with TK Maxx and Next has a very cluttered website and there is always too much product, but the information is kind of missing. So most of the time, if I don't have time to go there personally myself, I just don't bother to buy anything from there. H&M has the best website to purchase online.

**Interviewer**: Have you ever come across virtual reality tools being used in the fashion industry?

**Participant**: Yes, last time Sports Direct has launched something over here and they were giving some demonstrations of regular 3D structures and stuff like that. But I have not seen anything on the websites, which you have mentioned brands.

**Interviewer**: Okay. In what ways do you feel that virtual reality tools can contribute to sustainability in the fashion industry?

**Participant**: Virtual tools, and I highly agree with this, they can help the shopping experience and they can increase the clientele.

**Interviewer**: What is your opinion on the rebranding of fast-fashion brands towards sustainability?

**Participant**: No, I don't believe in this because fast fashion brands are always regarding in the market. So it's always about the trend. Every day there's a new trend, every week there's a new trend. So the brand has to produce mass products to get the market. And when those products are not in trend, they have to discard them. So I'm not sure about their social responsibilities and what they are doing for it, but it's some sort of an environmental hazard.

**Interviewer**: How do you perceive fast-fashion brands' recent rebranding efforts towards sustainability?

**Participant**: Yes, as in the fast fashion world, I am a client of one of the brands in the UK, but that is not mentioned in your list, but I follow fast fashion, but I am not a fan of a lot of fast fashion brands and stuff because this is just a temporary trend and you have to buy them again for a new trend and I'm not into this, but for me durability is more effective compared to fast fashion.

**Interviewer**: How do platforms like Instagram and TikTok influence your perception of local versus global fashion brands?

**Participant**: The good thing about these social media platforms is that they follow cookies and such. So if you search something on Google or Facebook or even we are talking about a lot of fashion, I assume my newsfeed will be filled with a lot of information regarding brands because of their cookie policies and such. But I always follow good combinations because for me, color combination is really important. I follow color combinations a lot due to smart dressing. So, if I answer your question correctly, I do not have any intentions to just go to the shop and buy a fast fashion trend or something like that. I just try to ignore it unless something which I feel is going to look good on me, then I do some sort of investment. Otherwise, I just don't follow it.

**Interviewer**: Can you describe a specific instance where social media impacted your decision to buy from either a local or a global fashion brand?

**Participant**: It has affected me multiple times in fact, but for one instance, it happens like once there is a cultural kind of trend going on in front right now and people are buying those quarter zippers a lot here in the UK. And there's a local shop around my house and they sell it for good quality at a very reasonable price. And if I go to Next, the same, you know, quarter zipper, because I'm a fan of quarter zippers, I can tell a lot more about them. So in Next, they are charging approximately 64 to 70 pounds for one quarter zipper. And the local shop is offering me two for 50 and one for 30. So why don't I go for the local shop rather than that? So I went to the local shop and bought two altogether for 50 pounds rather than going for Next. When I had a question with the next person, the next man, they said the sale will be in December, so you can come and buy these things on a half price because they usually go up to 50 or 60% or straight 50% off.

**Interviewer**: How has the pandemic affected your awareness of environmental and social justice issues in fashion?

**Participant**: The pandemic has affected a lot because it has changed all the thinking patterns and planning abilities and stuff like that. Obviously, I come from a textile background who does the export to international clients, especially to some of them mentioned in your list as well. And we know about social environmental hazards and their injustice into the society in terms of water revolution and stuff like that. And because the textile industry is a very high-maintenance industry in terms of water and their major waste is water as well. And chemical-based water, which is a really hazard to the environment, yeah, it impacted a lot on my mentality. And now I, like, have a responsibility.

**Interviewer**: Do you think will this awareness be long-lasting, like forever?

**Participant**: I think the awareness regarding social injustice in the textile industry, you can say it has just started in COVID and after COVID. In my perception, it has just started and it was a thing of developed countries, but not in the underdeveloped countries. Now it has started over there as well a little bit. Not on a very major scale. That's why we can see like nowhere the clothes there be too much manufactured where we can see the problems and like, you know, smog issues and stuff like that, and water pollution and environmental hazards. You can see the results of like this kind of fast fashion trend and like the prices which locals work at particular society have to be. So right now, they have actually raised awareness against that particular thing. And now I think the thing has just started and it's going to take some time around to 2030 or 2035. The industry is going to be changed.

**Interviewer**: Okay, so what drives your interest in UK fashion retail, especially for unique or luxury items?

**Participant**: For unique items, my interest is like a normal person. I just go, I like the thing because I've been a fan of UK-based attire a lot. And I've been wearing clothes like civilized clothes or like English clothes for a very long time. So I have a better idea understanding. So I just go for unique items like if some store has a new supply came in and I go over there to see the designs and stuff like that. And for a luxury item, I have to take a big decision to buy or something because luxury items are quite expensive. And I go for minor details because in designer shirts and luxury jackets, there are a lot of minor and like primary or secondary details. So I go for that and go for thread counts and stuff like that. I go for minor details, thread count because it's too much money you are spending on it. And I better opt for value of money rather than paying too much for the brand name.

**Interviewer**: Okay. How do you think the shopping behavior of tourists affects the fashion retail landscape in the UK?

**Participant**: It has impacted a lot because people come here to buy stuff from original stores, because some countries do not have availability of fast-moving specialty in brands like JD, TK Maxx, and Zara and like the big brands, there does not have availability or retail outlets in their countries. So whenever they visit the UK market, they see different styles which they really like and they buy.

**Interviewer**: How much do influencer marketing and targeted ads on social media affect your purchasing decision?

**Participant**: Sometimes it affects a lot because sometimes they show you a particular thing which you actually want to buy and continuously swipe that out, but it keeps coming again and again because you have actually clicked on that particular ad. So it's how the algorithms and stuff like that of Facebook and analytics and positions of the companies of so yeah, it has impacted sometimes and I could not say that I was forced to buy, but yeah, when one or two pieces left on the shop, I attempt to buy because it is what it is my right.

**Interviewer**: What ways do you think the attention economy impacts consumer behavior towards fashion brands?

**Participant**: It has impact I highly agree with this question, yes.

**Interviewer**: What are your experiences with fashion brands involving consumers in product development?

**Participant**: Yes. So when they ask customers to join in, when they go over there as a focus group, say, they just see the product and they feel the product they try it on, they can give them actually good remarks regarding their product. Yes, I really agree with this situation.

**Interviewer**: Do you think it's good for the company to do it?

**Participant**: Yeah, definitely because if the consumer has an idea earlier about what they are planning to buy and they can be an actual good word of mouth for that. They can be because this will work as a bridge between consumers and because in the end of the day company is going to sell their words to the customers, right? So if they keep customers in their loop and with their R&D team and conduct focus group interviews, they will impact a lot.

**Interviewer**: How does the integration of digital technology, like virtual reality in an e-commerce business, like in a website, enhance your shopping experience with a fashion brand?

**Participant**: I highly agree because virtual reality can increase the customers' experience with the brand and it can work as a draw towards brand stability. Because customers know that they can actually try visually their product and then they can actually buy it. So they can definitely adapt.

**Interviewer**: How important is it to you that a brand offers a seamless online to offline shopping experience? What effects does this have on your brand loyalty?

**Participant**: Honestly speaking, I'm not into too much online shopping, primarily because of the size issues, because in the European market, there are a lot of sizes available. And especially big brands like Nike, Puma, they have slight differentiation in their sizes. They have slight variations in their sizes when it comes to chest size, bust size, shoulder size, shoe size, there is a small kind of variation between their size charts. So the only website which I have found is Sports Direct, which gives the size chart of every brand. Like every brand is manufacturing on some sort of size chart, right? So they give their brand, they give their size chart to the customers. So you can actually go with their website and see the size chart of that particular brand and you can actually see which size you can adapt for. And there will be a comparison as well.

**Interviewer**: How does a fashion brand's activism on social media, for example sustainability or diversity campaigns, impact your awareness and involvement in similar causes?

**Participant**: Yeah, it has a very good impact because it's the corporate telling us, like, that they are doing actually something good for the environment as well. Not only taking it, but they are doing something back as well. It's all about giving something back to societies. So now they have departments like corporate social responsibilities and departments like that where they do some sort of activities and they see what other impacts they have made and how they can redo it or undo it.

**Interviewer**: How does a brand's use of sustainable materials, for example, organic cotton, influence your purchasing decision?

**Participant**: If it comes to cotton, yeah I'll definitely go for good brands because it's cotton. But when it comes to any sort of things like leather or something, you always opt for sustainable opportunities. Because cotton is a plant-based thing and there is no one getting hurt or kind of a thing involved in it. But when it comes to leather, leather is made up of cow hides, goat hides, and camel hides, and it comes from snake hides. There are multiple shoes I saw the other day in the store. It's an intense brand and they got snake hide shoes and I was like, why are you guys doing it? But yeah, it is what it is, but I didn't make this world, but yeah, I'm doing my part. So kind of all that do it. But yeah, cotton is like I can buy cotton, sustainable cotton or like the plant is cotton. I like it. I like the feeling I like this stuff, but I'm not going to go for like, I will go for the organic leather, yes, the plant leather.

**Interviewer**: How do you think a brand using customer insight from a review platform and using big data analysis impacts product quality and its availability and also it reduces the waste?

**Participant**: Company can use it. You know as long as they are doing it for the betterment of society, they can use it because they at the time of like, you know, cookie policy and you are doing the reviews and they are monitoring your data. You can actually you are capable of choosing an option like whatever you what kind of information you want to share. If it's personal information you can't share it, but if it's performance-based functional, um because they want, you can do it. But if they are running big data analytics on the review systems to find out the key reason to enhance the customer's experience or towards the betterment of society, yeah, they can do it.

**Interviewer**: How do you perceive brands that use social media for green marketing compared to those using traditional methods?

**Participant**: Yeah, in this category, I have a variation because there are brands which I have seen who have an additional section in their menu option, which says sustainably produced clothes. So I would like to be in that category where I can see sustainably produced clothes in a specific segment. I don't want to go for an option like if they are not doing it, like, for example, if they are promoting green mechanisms and selling those same clothes, that's going to be a little bit of injustice in front of my eyes. If they are promoting green culture as well, sustainability sustainably produced clothes and their own original clothes as well. So it will give the idea to the customer. I can't force people able to buy, but not to buy. They are buying from their own money as long as it's actually a job of a government. It's not a job of a person because they have to make strategies like how to control this kind of alarm. Like, you know, people or this kind of organizations because they can customer can just buy out it and the other person will be just buying because they are doing what they are whatever they want.

**Interviewer**: The interview is over and thank you for your time.