**Participant 11**

**Interviewer:**  
Thank you for joining this interview as part of my research study. This project explores how digital marketing strategies, sustainability efforts, and consumer engagement through social media influence brand loyalty and shopping behaviors in the London fashion industry. Your input is important and will help deepen the understanding of current trends. Let's begin.

**Interviewer:** Are there any fashion brands listed that you’re unfamiliar with?  
**Participant:** I’m familiar with all of them except Matalan. I’ve seen or used the others, but I’ve never shopped at Matalan.

**Interviewer:** Which of these brands do you follow on social media?  
**Participant:** I follow H&M, Primark, and GAP. They post a lot of content that’s easy to engage with, and it helps keep me updated on what’s new.

**Interviewer:** In your opinion, which brand has the most user-friendly website?  
**Participant:** I’d say H&M and Next have really user-friendly websites. They’re clean, responsive, and simple to navigate, even on mobile.

**Interviewer:** Have you seen virtual reality or similar digital tools used by fashion brands?  
**Participant:** Yes, I’ve come across brands using digital tech like VR and AR for try-ons or product demos. It’s quite an innovative experience.

**Interviewer:** How do you think VR contributes to fashion sustainability?  
**Participant:** It reduces unnecessary returns by helping customers visualize how items will look. That’s less packaging, fewer shipments, and ultimately less waste—so yes, it definitely supports sustainability.

**Interviewer:** What do you think about fast fashion brands repositioning themselves as sustainable?  
**Participant:** I’ve seen it a lot, but it depends. Some efforts seem serious, while others feel more like a marketing tactic. I remain cautious but hopeful.

**Interviewer:** How has social media influenced your view of local versus global fashion brands?  
**Participant:** Social media gives space for both. I find second-hand and local shops through platforms like Instagram, but I also get regular exposure to big global brands. It’s about balance.

**Interviewer:** Can you give an example of a time when social media directly influenced a purchase?  
**Participant:** I once saw a vintage jacket on a small London-based store’s Instagram. I liked the design and ended up buying it after messaging them directly. That wouldn’t have happened without social media.

**Interviewer:** Has the pandemic changed how you think about sustainability in fashion?  
**Participant:** Yes, the pandemic made me rethink what I buy. Online shopping became more frequent, and I started noticing how much waste comes with fast fashion—so I’ve become more conscious about it.

**Interviewer:** What attracts you to the London fashion market?  
**Participant:** London is diverse in its styles. Whether it’s a streetwear look or something more high-end, there’s always something different to explore.

**Interviewer:** How do you think tourist shopping behavior affects fashion retail in London?  
**Participant:** Tourists definitely have an influence—whether they go for luxury or fast fashion, it shifts how brands present their collections and stock items.

**Interviewer:** How do social media influencers and ads affect your buying habits?  
**Participant:** A lot. When I see a product multiple times from different sources, it creates a sense of trend. That usually pushes me to check it out.

**Interviewer:** Have you participated in any form of product development or feedback process with fashion brands?  
**Participant:** Yes, I’ve given feedback on products—not necessarily fashion—but I find it effective. It helps brands understand real-time preferences.

**Interviewer:** How do you feel when a brand replies to your comment or message online?  
**Participant:** It shows they care. It makes the brand feel more trustworthy and engaged, which makes me more comfortable buying from them again.

**Interviewer:** Does VR enhance your fashion shopping experience?  
**Participant:** Yes, it creates a more interactive and personalized experience. It’s almost like trying things in-store, just virtually.

**Interviewer:** Are you influenced by fashion brands’ activism, like sustainability or diversity campaigns?  
**Participant:** Yes, I do notice those things. If it feels authentic, it strengthens my connection to the brand. But if it feels forced, I tend to ignore it.

**Interviewer:** What’s your view on using materials like organic cotton in fashion?  
**Participant:** I support it. Organic cotton is much better for the environment, and if the quality and price are right, I’ll always choose it over synthetic materials.

**Interviewer:** Do you prefer green marketing on social media to traditional advertising?  
**Participant:** Definitely. Social media makes everything more accessible. I can find details, reviews, and even contact info in one place. Traditional marketing can’t do that.

**Interviewer:**  
Thank you once again for your time and thoughtful responses. Your contributions add valuable insight into how digital tools and sustainability influence shopping patterns and brand engagement in the London fashion scene.

**Participant:**  
Thank you! I’m glad to have contributed.