**Participant 12:**

**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**: From the list of companies, you can select the brands which you're well aware of.

**Participant**: I am quite aware of TK Maxx, Next, Primark, River Island, H&M, and Levi. I haven't shopped from Matalan, and I do not know Gap and Topshop, but I do know JD.

**Interviewer**: Perfect. Select from the above listed brands which you follow on your social media page.

**Participant**: I would say mostly H&M. I don't usually follow so much, but yeah, I would say JD, H&M, Levi.

**Interviewer**: Okay. Among the above-mentioned brands, which one has the best website where it helps you to find things easily, in online shopping?

**Participant**: I would say Next and Levi as well.

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

**Participant**: I'm quite aware of that, but I haven't used it for myself yet.

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

**Participant**: Quite good to be honest, maybe reducing waste and helping customers to be more decisive.

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

**Participant**: I would say it's quite a good motive because sustainability is on the go, especially after COVID. So I think rebranding so many companies to rebrand and it's doing good as well. I promote that too. So I think it's positive.

**Interviewer**: How do you perceive fast-fashion brands' recent rebranding efforts towards sustainability? And do you think it's genuine and effective?

**Participant**: I think they have to abide by the rules and laws of the country anyway for sure. So I feel that companies have to be quite genuine and they also have the pressure to adhere to competitiveness from different brands. From their competitive brands, their competitors. So I think they are quite genuine in their efforts.

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

**Participant**: Personally, local brands, I would say, isn't the same as fast fashion brands because fast fashion brands cater to a large group of society having similar prints and similar designs, whereas local brands would have more quality and wouldn't produce on a large scale comparatively, so yeah.

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

**Participant**: Social media mostly impacts my decision, but in deciding to buy a particular design of a product, etcetera. So when it comes to quality, it does have an influence, but I do not blindly believe in the same, so I have a rethink and then purchase it from a customer that is quite reliable and has a cheaper option.

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

**Participant**: There was a lot of unsettlement during COVID time and after which sustainability and environmental factors had a great impact changing climate and things like that. So I feel it does have a big impact.

**Interviewer**: Do you believe this awareness will lead to a lasting shift in your or others' demands for eco-friendly and ethical fashion products?

**Participant**: Yes, it already does, to be honest, because most of the retailers, when it comes to product packaging, when it comes to them lending out their carry bags, etcetera, is mostly recyclable. You have, I think personally I see a lot of recyclable materials around these days, recyclable products, etcetera. So I feel most retailers keep that in mind.

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

**Participant**: Yeah, your interest. I'm quite interested to be honest. It's quite sometimes I feel is on the expensive side, but at the same time I feel it is quite worth as well. And if I could go for it I would definitely go. It depends on the quality of the produce for me so yeah.

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

**Participant**: I am not much aware of how much of an impact tourists have on shopping because, similar to us, I feel they have the same perspective in their mind as well. I haven't personally had an experience or I'm not aware of how much of a bad impact I have had for shopping in general so I cannot say much negative about it. I feel I think it's just balanced.

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

**Participant**: To be honest, I'm quite influenced, but at the same time, the influence doesn't mean I would be decisive towards purchasing it because there are a lot of influences these days and it's basically their job if they have paid partnerships, etcetera. So even if they might not be a hundred percent genuine to the products, they try to market. So I wouldn't completely trust that until I see another review or a review without a partnership. So only then I would be influenced, but I would definitely keep an eye out for it if it really catches my attention in terms of quality or design. But I wouldn't that wouldn't have a purchasing impact on unless it's the same, it has good quality, etcetera.

**Interviewer**: What ways do you think the attention economy, so attention economy is basically constant social media exposure, is one of the examples, impacts your consumer behavior towards fashion brands?

**Participant**: Personally, for me, it I am not that influenced by whatever I see on social media because you know how much sometimes not that true it gets because of how much influencers would try to promote anything they get in their hands. I, in general, am not that influenced, but I could definitely see a wave of people getting influenced easily by whatever they see.

**Interviewer**: What are your experiences with fashion brands involving consumers in product development? For example, voting or giving feedback or more technically like working with a designing team?

**Participant**: Personally, I haven't done that I would like to do that for a few brands because these days some brands get so bland and with very less designs, it's just the same things, different season situation. So I haven't done that till now, but I think a few brands have to work on better designs and quality with good pricing. Sometimes I feel like it lacks a lot of design that it should get, but then the pricing would be a lot more than it deserves.

**Interviewer**: So I feel yeah, can you give an example of those companies?

**Participant**: I would say M&S, okay, okay. Uh I have seen that it's I think I've rarely seen so many youngsters rushing into M&S, but when you look at Zara SNM stradivarius, diesel, umerska, etcetera, you'll see more youngsters because there's a little more better designs or, you know, uhvert body types and stuff catering to consumers. But I feel M&S is quite straightforward and a little bland in the size.

**Interviewer**: How do you think consumer involvement in product development helps brands align with the current market trends?

**Participant**: I would say it's more like if companies work for supply for demand, it would be even better performance because the generation Liven gets always would like to see something new like to experience something new when it comes to designs and technology, etcetera. So I think if the brands could interulge with customers and see what the plans are and then if they could work on more projects with regards to what the customers demand, then it would be definitely great.

**Interviewer**: Okay. So how does a brand's responsiveness to a comment an inclusion of user-generated content on social media impact your perception of the brand?

**Participant**: Yes, definitely, because that is exactly why we leave a comment or leave a feedback. Because if we do not, you know, if it makes no sense if we leave a feedback or leave a rating about the company's products and they do not look back to it. It makes no sense at all. So if it is that the company does the other way around, I feel it will definitely have a positive impact as a customer because we feel heard. So I think that would change a lot of things as a customer because that would make me aware of the fact that the company caters to its people and is more close to its customers and open to what the customers have to say.

**Interviewer**: Perfect. So how does the integration of digital technology, like virtual reality or artificial intelligence in an e-commerce hands your shopping experience with fashion brands?

**Participant**: I personally haven't had a lot of experience with AI, but I have seen a few brands that bring out a lot of AI experience and it's I feel it's a good experience. I've seen, I think Nike, etcetera, have so much of like technology thing in their shoes and everything. So I think I personally feel it's out of the work's ideas. It's quite hard to actually implement that to designs of clothing and, you know, your brands, etcetera, like your shoes or anything of that sort. So I feel that is something you can see a lot of hard work in there and I would definitely say it is positive of an impact.

**Interviewer**: How important is it to you that brands offer a seamless online to offline shopping experience?

**Participant**: I would say it isn't a bad idea from companies going from online to offline because, for example, Amazon started as an online business. Now it has branches, which is offline, you know, the shopping experience customers get. And I see there's a lot of customers wanting an online, you know, offline shopping experience from Amazon because you can see a variety of different products from there and then coming to life instead of the scrolling, you can just see that kind of understand experience it. So I personally feel it's quite positive because sometimes I buy something, I feel like I wish I could try it on or see how it actually works on me before just clicking and paying. So I think it's positive for me.

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

**Participant**: I don't get like a hundred percent involved in it, but at the same time, I feel that the effort that fashion and the boldness that fashion brands take to create a positive impact is much appreciated. And I think a great effort by them makes a bigger difference than just one or two people fighting for a cause of that sort.

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

**Participant**: I personally would usually go for clothes that has good quality. Like you can see brands like Zara or M&S as well, providing more clothes that have this kind of linen cotton blend in it, which is of good quality and it is a little bit on the expensive side, but not too expensive. But at the same time, you know, because these days the old money fashion plan is on the go. So I think those customers cater to the customer needs and I think that is quite good.

**Interviewer**: How do you think brands using customer insight from review platforms and big data analytics impact product quality availability or waste reduction?

**Participant**: I feel it would have a good impact again because, as I said, if retailers would actually cater to what the customers need, it would definitely have a positive impact.

**Interviewer**: How do you perceive brands that use social media for green marketing compared to those using traditional marketing methods? In what way does it impact your trust and loyalty?

**Participant**: Okay. So I would go for the green marketing one than the former type because I personally see a lot of wastage when it comes to printing and paperworks because even if I am given a pamphlet or something with regards to an advertisement or any kind of marketing by a brand, I would just have a look a few more looks, but then it'll be in the bin because I cannot have a lot of collections of these sources me, but at the same time, if it is digital, it's more, I see at the same time I could save it somewhere and then it has a similar use. So I feel from a sustainability point of view, the green marketing is far on the better side.

**Interviewer**: Okay. Thank you. The interview is done. Thank you for your time.

**Participant**: Thank you.