**Participant 13**

**Interviewer:**  
Thank you for taking part in this research interview. This study focuses on how social media marketing, virtual shopping technologies, and sustainability practices are influencing consumer behavior and brand perceptions in the London fashion industry, particularly after the COVID-19 pandemic. Your participation is highly appreciated. Let’s begin.

**Interviewer:** Are there any fashion brands listed that you’re unfamiliar with?  
**Participant:** No, I’m familiar with all the brands listed. I’ve either seen them advertised, browsed their websites, or visited their stores.

**Interviewer:** Which of these brands do you follow on social media?  
**Participant:** I follow NEXT and H&M. They regularly post product updates and I find their content relevant to what I like.

**Interviewer:** In your opinion, which brands have the most user-friendly websites?  
**Participant:** I’d say NEXT and Levi’s. Both websites are easy to navigate, and I like how they organize product categories clearly.

**Interviewer:** Have you encountered virtual reality tools while shopping online for fashion?  
**Participant:** Yes, I’ve seen digital previews like virtual try-ons. These technologies make online shopping more accurate and interactive.

**Interviewer:** How do you think VR contributes to fashion sustainability?  
**Participant:** It reduces returns by helping customers make better choices the first time. That cuts down on transport, packaging, and product waste, which supports sustainability goals.

**Interviewer:** What is your view on fast fashion brands adopting sustainability in their branding?  
**Participant:** I think it’s a step in the right direction, but for me, price and convenience still play a bigger role in most buying decisions. Sustainability matters, but it’s not always the priority.

**Interviewer:** How has social media influenced your perception of global versus local fashion brands?  
**Participant:** Social media makes it easy to access both global brands like H&M and Levi’s and smaller, local labels. I often click on what catches my attention first, regardless of where the brand is based.

**Interviewer:** Can you share a time when social media impacted a fashion purchase decision?  
**Participant:** I’ve been influenced by Instagram promotions. I saw an ad for a dress from H&M, checked the product link directly, and bought it. The convenience really makes a difference.

**Interviewer:** How did the pandemic affect your awareness of sustainability in fashion?  
**Participant:** I shopped online a lot more during the pandemic, which made me think about how often people return items and how much packaging is involved. That made me more conscious of my choices.

**Interviewer:** What interests you most about London fashion retail?  
**Participant:** The mix of high street fashion with local design. London has a way of combining different styles, and I enjoy that diversity when shopping.

**Interviewer:** What impact do tourists have on fashion retail in London, in your view?  
**Participant:** Tourists often buy what feels “London-inspired,” whether it’s fast fashion or local items. Their buying patterns push stores to stock certain popular styles.

**Interviewer:** How do social media ads and influencer marketing affect your shopping habits?  
**Participant:** I’d say quite a bit. If I see something trending or worn by influencers I follow, I’m likely to check it out. The visibility increases the chance of me buying it.

**Interviewer:** Have you ever taken part in product development or customer feedback with a brand?  
**Participant:** Yes, I’ve given suggestions through polls or comment boxes for small businesses. It was nice to see some of those ideas reflected in the final product.

**Interviewer:** How do you feel when a brand replies to your comment on social media?  
**Participant:** It makes them feel approachable. When brands respond, it shows they care, and that makes me trust them more.

**Interviewer:** Do you think VR tools improve your shopping experience?  
**Participant:** Absolutely. They help me feel more confident in what I’m buying. It's especially useful when stores aren’t easily accessible.

**Interviewer:** Are you influenced by social or environmental activism by fashion brands on social media?  
**Participant:** Yes, I am. If a brand supports causes I care about and does it consistently—not just during campaigns—I’m more likely to support them.

**Interviewer:** What are your thoughts on brands using sustainable materials like organic cotton?  
**Participant:** I try to buy clothes made with sustainable materials when I can. But I also look at cost and comfort—so it’s part of the decision, not the only one.

**Interviewer:** Do you prefer social media green marketing over traditional methods like posters or flyers?  
**Participant:** Definitely. Social media is faster and more convenient. Everything is accessible—product info, customer reviews, sustainability statements. I rarely pay attention to traditional advertising anymore.

**Interviewer:**  
That concludes our interview. Thank you very much for your thoughtful responses. Your insights are incredibly helpful in understanding how digital engagement and sustainability initiatives shape fashion consumption in London.

**Participant:**  
Thank you! I enjoyed sharing my views.