**Participant 14**

**Interviewer:**  
Thank you for taking the time to participate in this research interview. The purpose of this study is to explore how social media marketing, sustainability strategies, and digital innovation—such as virtual reality—are influencing consumer behaviors and brand engagement in London’s fashion industry. Your perspective is very important to this investigation. Let’s begin.

**Interviewer:** Are there any brands from the list that you are not familiar with?  
**Participant:** I’m familiar with all of them, except maybe Matalan. I’ve come across the others either in-store, through online shopping, or on social media.

**Interviewer:** Which of these brands do you currently follow on social media?  
**Participant:** I follow H&M, Primark, and GAP. I find their posts helpful for staying up to date with new arrivals and seasonal sales.

**Interviewer:** Which brand do you feel offers the most user-friendly online shopping experience?  
**Participant:** I think H&M and Next both have websites that are very easy to use. They’re quick, well-organized, and the filters are really useful when browsing.

**Interviewer:** Have you ever seen virtual reality being used in fashion shopping?  
**Participant:** Yes, I’ve noticed a few brands using digital tools like VR or 3D previews. It’s a great way to experience how a product might look before purchasing.

**Interviewer:** In your view, how does VR contribute to sustainability in fashion?  
**Participant:** VR helps reduce returns and over-purchasing. By giving shoppers a better idea of fit and appearance upfront, it avoids unnecessary shipping and waste. That’s a big sustainability win.

**Interviewer:** What’s your opinion on fast fashion brands adopting sustainability-focused branding?  
**Participant:** I think it depends. Some efforts seem genuine, but others feel like a marketing tactic. I do care about sustainability, but I still consider price and design before anything else.

**Interviewer:** How does social media influence your view of local versus global fashion brands?  
**Participant:** Social media makes both visible. I come across global fashion trends all the time, but I also see posts from vintage shops and local designers that keep things fresh and more personal.

**Interviewer:** Can you recall a time when social media directly influenced your fashion purchase?  
**Participant:** Yes, I saw a post from a small sustainable fashion label on Instagram. Their designs were unique and eco-friendly, so I decided to buy a piece from their latest collection.

**Interviewer:** Has the pandemic changed how you think about sustainability in fashion?  
**Participant:** Definitely. During the pandemic, I did more online shopping and started noticing how much packaging and returns were involved. That made me think more about choosing sustainable products and buying less frequently.

**Interviewer:** What draws your interest to the London fashion industry?  
**Participant:** I like that fashion in London is so diverse and expressive. You can find both minimal and eccentric styles, and there’s a mix of cultures and aesthetics that’s really exciting.

**Interviewer:** How do tourists affect London’s fashion retail scene, in your opinion?  
**Participant:** Tourists influence demand for both high-end and accessible fashion. Retailers adjust their stock and campaigns to appeal to this mix, which affects what locals see too.

**Interviewer:** How do influencer promotions and social media ads influence your fashion shopping habits?  
**Participant:** Quite a lot. If I see something featured in several posts or reels, especially if it looks great on someone I follow, I’ll usually look into it and sometimes buy it.

**Interviewer:** Have you ever participated in co-creation or feedback processes with a brand?  
**Participant:** Yes, I’ve engaged in some polls and design feedback for small businesses. It’s nice to feel like your opinion matters and helps shape future products.

**Interviewer:** How do you feel when a brand responds to your social media comment?  
**Participant:** I appreciate it. It makes the brand feel more human and approachable, which builds trust and encourages me to return as a customer.

**Interviewer:** Do you think tools like VR improve the fashion shopping experience?  
**Participant:** Absolutely. It helps you feel more certain about your choices and adds a modern, interactive touch to online shopping.

**Interviewer:** Are you influenced by sustainability or diversity campaigns shared by fashion brands?  
**Participant:** Yes, especially when they seem sincere. If a brand consistently supports such causes, I tend to have more respect for them and feel better supporting their products.

**Interviewer:** What are your thoughts on brands using materials like organic cotton?  
**Participant:** I think it’s a good move. I try to support such efforts whenever possible, but I also factor in things like price and style when making a final decision.

**Interviewer:** Do you prefer green marketing through social media over traditional ads?  
**Participant:** Definitely. Social media makes it easy to explore a product in detail—see photos, reviews, and even sustainability claims in one place. I find it far more reliable and informative than traditional ads.

**Interviewer:**  
That brings us to the end of the interview. Thank you very much for your thoughtful and honest responses. Your feedback will play a valuable role in helping us understand how digital platforms and sustainability are shaping fashion consumption in London.

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