**Participant 2**

**Interviewer:** Which brands are you not familiar with?  
**Participant:** I've heard of all the brands on the list, but I’ve never personally shopped at Topshop or GAP, so I’d say I’m less familiar with those.

**Interviewer:** Which brands do you follow on social media?  
**Participant:** I actively follow H&M, Primark, and GAP on Instagram. I find their posts really engaging and informative.

**Interviewer:** Which brand has the most user-friendly online website?  
**Participant:** For me, H&M and Next have the most user-friendly websites. I like the layout and how easy it is to find size guides and availability.

**Interviewer:** Have you come across virtual reality in fashion?  
**Participant:** Yes, I’ve come across some VR tools on a few fashion websites. I think it's a really innovative way to preview clothing.

**Interviewer:** How do you think VR contributes to sustainability?  
**Participant:** Using VR to try on clothes virtually helps reduce unnecessary returns, which cuts down on packaging waste and transport emissions. It’s definitely a more sustainable approach.

**Interviewer:** What is your opinion on fast-fashion rebranding toward sustainability?  
**Participant:** To be honest, I feel like some of these brands are not being genuine. It often seems like greenwashing—just a marketing strategy rather than a real commitment.

**Interviewer:** How do social media platforms affect your view of local vs global fashion brands?  
**Participant:** Instagram and TikTok help me discover second-hand shops and vintage stores around London. At the same time, I get a lot of ads from big brands, so it’s a mix. But I’ve started paying more attention to local stores because of social media.

**Interviewer:** Can you give an example of how social media influenced your fashion purchase?  
**Participant:** I saw an Instagram post about a curated second-hand store in Shoreditch. I visited and ended up buying a couple of unique vintage pieces. Social media really pushed me to explore it.

**Interviewer:** How has the pandemic impacted your awareness of sustainability in fashion?  
**Participant:** The pandemic shifted me toward more online shopping. But that also made me more aware of the sustainability issues—like the number of returns and packaging waste. It opened my eyes a bit more.

**Interviewer:** What do you look for in London fashion retail, especially for unique items?  
**Participant:** Mainly the design. I like brands that stand out but are also wearable. Brand value does matter to me too, especially in terms of sustainability.

**Interviewer:** What’s your view on tourist shopping behavior in London?  
**Participant:** I’ve noticed tourists tend to go for local fashion names like River Island because they want something that feels like a souvenir. That definitely boosts those local brands.

**Interviewer:** How do influencer marketing and targeted ads affect your buying behavior?  
**Participant:** Quite a lot, actually. If I see someone I follow wearing something and linking it, I’m much more likely to click and consider buying.

**Interviewer:** Have you participated in product development with any fashion brands?  
**Participant:** Yes, once or twice. Not exactly in fashion, but I’ve shared feedback on products. It’s good because brands get real-time insights directly from customers.

**Interviewer:** How do you react when brands reply to social media comments?  
**Participant:** It makes me trust them more. If they respond quickly, it shows they value customers, and that makes me more likely to support them.

**Interviewer:** Do you believe VR integration enhances the shopping experience?  
**Participant:** Absolutely. Trying on clothes virtually helps a lot—it’s like a digital fitting room.

**Interviewer:** Do you get influenced by fashion brand activism on social media?  
**Participant:** Yes, especially when it’s done consistently. It’s not the only factor, but it does impact how I view the brand.

**Interviewer:** What do you think about brands using organic cotton?  
**Participant:** I definitely prefer it. Organic cotton breaks down faster and is better for the environment, so I try to choose those options whenever I can.

**Interviewer:** Do you prefer brands using green marketing on social media over traditional methods?  
**Participant:** Yes, because everything is accessible in one place—contact info, product details, updates. You don’t lose it like a paper flyer, and that ease of access builds trust and loyalty.

**Interviewer:**  
Thank you so much for sharing your experiences and views. Your feedback provides valuable insights into how digital tools and sustainability practices are shaping consumer decisions in today’s fashion industry. I truly appreciate your time and thoughtful responses.

**Participant:**  
You're very welcome. I’m glad I could contribute to your research!