**Participant 3**

**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 above companies that I've given, are you not aware of any particular companies on the list?

**Participant**: Yeah, I think I'm not very familiar with Matalan, but I know all the other ones.

**Interviewer**: From the above companies, which company do you follow on a social media page?

**Participant**: I do follow H&M, Primark, and GAP.

**Interviewer**: Of the above-mentioned brands, which one has the best website where that helps you to find things easily, like online shopping?

**Participant**: I would say probably H&M.

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

**Participant**: Yeah

**Interviewer**: Do you think if this technology comes to London or the fashion industry, do you think it will be very useful and will it be a sustainable one?

**Participant**: I think it would be very useful, and I think it could be more sustainable because people can see how things might fit them before they go and order the things. Perfect.

**Interviewer**: What is your opinion on the rebranding of fashion brands towards sustainability?

**Participant**: Sometimes it seems a bit disingenuous to me. I would support it if they were genuinely trying to be sustainable, but it seems oftentimes to me it seems like they're greenwashing. They're just trying to look good.

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

**Participant**: I would say I like discovering smaller local shops on Instagram because they usually know whereabouts you're located and sometimes I come upon nice secondhand stores or local things that make me want to check it out, but I do get a lot of ads for larger companies. Sometimes I'll see something nice to check out the website, but sort of depends not often.

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

**Participant**: Okay, let me think for a second. Yeah, well, I saw recently as I said before, I came upon a profile for a local secondhand store in Glasgow and I liked their stuff, it looked quite vintage and curated so that made me check it out and go there.

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

**Participant**: I would say it's impacted it. I've become more aware of often really bad conditions in fast fashion and fast-fashion production, especially with really big brands like Shein or something. You hear a lot about really bad things.

**Interviewer**: Do you believe this awareness will lead to a lasting shift in your opinion, like, do you think this will be a lasting effect?

**Participant**: Okay, yeah, I would say it's already had an impact. I try to reduce how much I buy from fast fashion stores. I try to get things like secondhand or sometimes go to small businesses if I can afford it online or in person. But sometimes I will still see something or need something like a basic and then I will go there or it'll be more affordable to go to fast fashion. But I would say it's impacted insofar as I've tried to reduce how much I go from that.

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

**Participant**: It piques my interest. I guess I like having a more unique kind of colorful wardrobe that feels like it fits with my personality.

**Interviewer**: Okay, how do you think the shopping behavior of tourists affects the fashioned retail landscape in London?

**Participant**: I think it does impact it, and I think a lot of somewhat wealthy tourists will try to go to luxury stores, or some tourists who are not as wealthy will probably try and go to fast fashion stores where you can get a lot for fairly little money, like Primark. So it impacts it.

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

**Participant**: Usually not. I don't follow that many influencers or celebrities. And sometimes I'll see something that intrigues me, but if, for example, it's too expensive or I don't like the company, I probably won't buy it. Like I feel like I have to like it.

**Interviewer**: In what ways do you think the attention economy impacts consumer behavior toward fashion brands?

**Participant**: Oh, I think it has a huge impact because I do know that quite a lot of people are very influenced by social media or by influencers. And think because, you know, they are kind of constantly bombarded by so many things and you yeah, you're sort of somewhat being told that you're supposed to buy new things and get all these new things. And so I think it sort of perpetuates the cycle.

**Interviewer**: So what are your experiences with fashion brands involving consumers in product development, for example, if a company allows you to give feedback or if they involve you in the designing process, or like if they ask you for opinion for a good design, have you ever had an experience in that?

**Participant**: Ooh, I would say, in my experience, not with a big company, but there was a small business that I followed and the owner like asked in polls, like asked for opinions if is this better than this design and you could write suggestions in like a question box

**Interviewer**: And do you think involving a consumer in the product development, will help the brand to grow?

**Participant**: I think it can definitely. I feel like, especially if it's a smaller brand, it can be quite helpful because then I would say you feel more personally involved and maybe more likely to buy something. I guess it could work with bigger brands because of this feeling of personal involvement.

**Interviewer**: So how does a brand's responsiveness to comments you know like if you just type a comment on one of the social media pages of the company and they immediately respond to you and they do that, you know, in their company. Like do you feel, you know, included in their product development or like, you know, that inclusion, the feel of inclusion, do you get it or like, do you think it is very helpful?

**Participant**: I think it can be helpful, but it needs to feel genuine because sometimes it feels like, especially like bigger brand accounts sort of just add like very common phrases in these responses or like give like a stock answer. But to me, if it feels like they're listening to the consumer concerns, that's good.

**Interviewer**: So how does the integration of digital technology, as I told you earlier, like VR, and virtual reality, enhance your shopping experience with fashion brands?

**Participant**: I think it would because especially when shopping online, it's sometimes really hard to tell how something will fit because a lot of the models also have very similar body types that aren't necessarily my body type. So if I could see the way clothing would genuinely fit on my body, I think that would be very helpful.

**Interviewer**: How important is it to you that a brand offers a seamless online-to-offline shopping experience?

**Participant:** It kind of depends. I would say I do get annoyed if some things are available online but not in person at all or the other way around. So I think it is helpful if there is good communication or collaboration that way.

**Interviewer**: Does a fashion brand's activism on social media impact your awareness and involvement in similar causes?

**Participant**: I would say sometimes, like really big brands, I kind of saw that earlier. Sometimes seems like they're not doing genuine activism. But if I do feel like it is genuine, that raises my opinion of that brand.

**Interviewer**: How does a brand's use of sustainable materials like organic cotton influence your purchasing decision?

**Participant**: Yeah, I agree. If it's organic cotton or other material, I will be much more likely to buy it. And I do try to stay away from too many synthetic fabrics.

**Interviewer**: How do you think a brand using customers' insights from review platforms, and, you know, will it impact the product quality or availability or the waste reduction?

**Participant**: Oh, I think it would create an impact on me. Like if I saw a company genuinely trying to do that and, yeah, like being mindful about the products they produce and sell and being aware of not producing a huge excess and listening to a consumer, I think that would genuinely impress me and a lot of other people probably as well. And I would like that impact on the environment. Less impact.

**Interviewer**: How do you perceive a brand that uses social media for green marketing?

**Participant**: Ooh, um, I think, honestly, probably social media, because although I don't follow brands, I will be more likely to see their stuff on social media and I get a little bit annoyed if I get given too many bits of paper that I'll then have to throw away that it feels like I'm wasting something.

**Interviewer**: Okay. So yeah, that's the end of our interview, and thanks a lot for your response.

**Participant**: Okay, thank you.