**Participant 4**

**Interviewer:**  
Thank you for agreeing to take part in this research study, which investigates how social media marketing influences consumer behavior and brand awareness in London’s fashion industry, especially after the COVID-19 pandemic. Your views are vital to gaining a deeper understanding of current trends like sustainable fashion, digital tools, and marketing platforms. Let’s begin.

**Interviewer:** Which brands are you not familiar with?  
**Participant:** I’m familiar with all the companies listed. I’ve either seen them on the high street or come across them online.

**Interviewer:** Which brands do you follow on social media?  
**Participant:** I follow NEXT and H&M. They post regularly and keep me updated with new collections and offers.

**Interviewer:** Which brand has the most user-friendly online website?  
**Participant:** I find NEXT and Levi’s websites very easy to navigate. They’re well-organized and make the shopping process smooth.

**Interviewer:** Have you come across virtual reality tools in the fashion industry?  
**Participant:** Yes, I’ve seen digital tools like VR and AR being used. I think they’re becoming more common in online shopping experiences.

**Interviewer:** How do you think virtual reality contributes to sustainability in fashion?  
**Participant:** Digital technologies like VR make shopping more intuitive and tailored. They reduce unnecessary purchases by helping consumers see how items look before buying, which helps cut down waste.

**Interviewer:** What is your opinion on the rebranding of fast-fashion brands toward sustainability?  
**Participant:** I support these efforts to some extent. I do care about sustainability, but I also weigh things like price and convenience when making a purchase. It’s a balance for me.

**Interviewer:** How do social media platforms affect your perception of local versus global fashion brands?  
**Participant:** Social media constantly introduces new trends from around the world. It keeps me updated on what’s popular, but I also see how local brands adapt and bring in regional styles. It’s a constant cycle.

**Interviewer:** Can you give an example of how social media influenced your purchase decision?  
**Participant:** I often see products on Instagram and TikTok that influence my buying decisions. The platforms expose me to so many options—it really changes how I shop and what I look for.

**Interviewer:** How has the pandemic affected your awareness of sustainability and environmental issues in fashion?  
**Participant:** The pandemic changed my shopping habits. I shifted more towards online platforms like Shein and Boohoo. At the same time, it made me realize the environmental cost of fast fashion, especially with how easy it is to over-shop online.

**Interviewer:** What attracts you to fashion in London, especially for luxury or unique items?  
**Participant:** I’m drawn to the uniqueness of styles and how fashion in London reflects diversity. I like items that stand out but still feel wearable.

**Interviewer:** How do tourists impact fashion retail trends in London?  
**Participant:** Tourists often buy items that help them either blend into London’s culture or stand out. This influences local trends too—retailers adapt to meet those expectations.

**Interviewer:** How do influencer marketing and social media ads affect your buying behavior?  
**Participant:** A lot. When I see something popular or frequently advertised, I become more curious about it. It definitely impacts what I end up buying.

**Interviewer:** Have you had any experience giving feedback or being involved in product development with fashion brands?  
**Participant:** Yes, I once engaged with a small brand that asked for feedback through polls and suggestion boxes. It made me feel like my opinions mattered in their product design process.

**Interviewer:** How do you feel when a brand responds to your comments on social media?  
**Participant:** It definitely builds trust. If a brand is quick to reply, it makes them feel approachable and reliable, which encourages me to shop with them again.

**Interviewer:** Do you think VR tools enhance your fashion shopping experience?  
**Participant:** Yes, tools like VR and AR make the experience more engaging and personalized. It makes online shopping almost as satisfying as going in-store.

**Interviewer:** Do you engage with brand activism on social media platforms?  
**Participant:** Sometimes. I support causes like sustainability and inclusion, but brand activism doesn’t always drive my purchase decisions unless it feels authentic.

**Interviewer:** What do you think about brands using sustainable materials like organic cotton?  
**Participant:** I value quality and sustainability, but I don’t always go for the most eco-friendly option. If it’s priced well and offers quality, I’ll definitely consider it.

**Interviewer:** Do you prefer brands that use green marketing on social media compared to traditional marketing methods?  
**Participant:** Absolutely. Social media marketing is way more accessible and interactive. I don’t need to rely on posters or leaflets anymore—it’s all right there on my phone.

**Interviewer:**  
That brings us to the end of the interview. Thank you again for your thoughtful responses. Your perspective has added important insights to this study on how digital platforms are reshaping fashion marketing and sustainability practices in London.

**Participant:**  
Thank you! I’m glad I could take part and share my thoughts.