**Participant 5**

**Interviewer:**  
Thank you for agreeing to participate in this research study. This project explores how social media marketing is transforming consumer behavior and brand engagement within the London fashion industry, especially in light of sustainability and post-pandemic trends. Your insights as a consumer are highly valuable. Let’s begin.

**Interviewer:** Which brands are you not familiar with?  
**Participant:** I think I’m familiar with all the major brands on the list—H&M, Levi’s, JD, Primark, River Island—those are all quite common. I’ve probably come across all of them either online or on the high street.

**Interviewer:** Which of these brands do you follow on social media?  
**Participant:** I follow H&M, Levi’s, JD, and Primark on Instagram. They’re pretty active and I like checking their latest drops and deals.

**Interviewer:** Which brand do you think has the most user-friendly online website?  
**Participant:** I’d say H&M and Levi’s both have great websites. They’re easy to navigate, and I like how straightforward the checkout process is.

**Interviewer:** Have you ever come across virtual reality tools used by fashion brands?  
**Participant:** Yes, I’ve seen some brands starting to use VR or AR on their websites. It’s a cool way to interact with the products.

**Interviewer:** In your opinion, how does VR contribute to sustainability in fashion?  
**Participant:** VR lets people preview how clothes fit or look before buying, which helps avoid unnecessary purchases and returns. That definitely reduces waste and packaging, so it’s a step toward more sustainable shopping.

**Interviewer:** What’s your opinion on fast-fashion brands rebranding themselves as sustainable?  
**Participant:** Honestly, some of it feels like greenwashing. They talk a lot about being eco-friendly, but I’m not always sure how real those efforts are.

**Interviewer:** How does social media shape your perception of local vs global fashion brands?  
**Participant:** Social media shows you everything—global trends from big names like H&M and Levi’s, but also more local stuff. Global brands definitely dominate the feed, but I like seeing how local stores give a different, more regional vibe.

**Interviewer:** Can you give an example of how social media influenced one of your fashion purchases?  
**Participant:** Yeah, there’ve been times when I saw a TikTok or Instagram reel featuring something from H&M or Levi’s, and I ended up buying it. The way it’s styled on social media really influences me.

**Interviewer:** How did the pandemic affect your awareness of sustainability in fashion?  
**Participant:** I started shopping more online during the pandemic. With that came more awareness—like how much packaging is used, how easy it is to return items, and how all that adds to the environmental impact. It made me think a bit more before buying.

**Interviewer:** What draws you to the London fashion scene, especially for unique or luxury items?  
**Participant:** I like the diversity and creativity. You get bold, trendy, and sometimes even sustainable options that are hard to find elsewhere.

**Interviewer:** How do tourists influence London’s fashion retail scene, in your view?  
**Participant:** Tourists often pick up items from local brands like River Island because they want something that reminds them of London. That kind of shopping supports local fashion and increases brand visibility.

**Interviewer:** How much do social media ads and influencer marketing affect your buying behavior?  
**Participant:** A lot. I’m exposed to new styles and drops constantly, and it definitely pushes me toward making purchases—even if I wasn’t planning to.

**Interviewer:** Have you ever participated in product development with a fashion brand?  
**Participant:** Not exactly in fashion, but I’ve given feedback on products before. It’s nice when brands actually listen and implement those changes—it makes you feel involved.

**Interviewer:** How do you feel when a brand responds to your comments on social media?  
**Participant:** That builds trust for sure. When a brand replies or acknowledges your comment, it shows they value customers. I’m more likely to buy from them again.

**Interviewer:** Do you think VR integration enhances your shopping experience?  
**Participant:** Definitely. It adds that extra layer of confidence, especially when shopping online. It’s interactive and reduces the guesswork.

**Interviewer:** Are you influenced by brand activism on social media?  
**Participant:** I notice it, and it’s nice to see brands speaking up. But it depends on whether it feels authentic—if it does, I’m more likely to support them.

**Interviewer:** What are your thoughts on sustainable materials like organic cotton?  
**Participant:** I think it’s great when brands use organic materials. It’s better for the environment, and I’d choose it over synthetic stuff if the price is reasonable.

**Interviewer:** Do you prefer green marketing via social media over traditional methods?  
**Participant:** Yes, 100%. Social media is more engaging and informative. You don’t lose the info like you would with a leaflet, and you can instantly check prices, reviews, and details.

**Interviewer:**  
That concludes our interview. Thank you so much for taking the time to share your experiences. Your insights will contribute significantly to understanding how consumer behavior is evolving in London’s fashion market.

**Participant:**  
You’re welcome! I’m happy to be part of this study.