**Participant 6**

**Interviewer:**  
Thank you for agreeing to participate in this research interview. This study examines how social media marketing impacts consumer behavior, sustainability awareness, and brand engagement in the London fashion industry, especially in the post-pandemic context. Your views will greatly contribute to our understanding. Let’s get started.

**Interviewer:** Which brands from the list are you not familiar with?  
**Participant:** I’m quite familiar with all of them. I’ve either purchased from them or at least come across their stores and ads frequently.

**Interviewer:** Which of these brands do you currently follow on social media?  
**Participant:** I follow NEXT and H&M. They’re quite consistent with their content, and I like the way they showcase their collections.

**Interviewer:** Which brand do you think has the most user-friendly online website?  
**Participant:** I think NEXT and Levi’s both have really clean and practical websites. It’s easy to browse and place orders without too much hassle.

**Interviewer:** Have you ever seen virtual reality tools being used in fashion?  
**Participant:** Yes, I’ve come across some brands using virtual try-on features. It’s still new but definitely catching on.

**Interviewer:** In your view, how does virtual reality contribute to sustainability in the fashion sector?  
**Participant:** VR and similar digital tools improve the experience by helping customers try items virtually before buying. It leads to fewer returns and less waste, which supports sustainability goals.

**Interviewer:** What is your perception of fast fashion brands rebranding themselves as sustainable?  
**Participant:** I support sustainability as a concept, but I don’t always believe the rebranding is genuine. For me, price and convenience still play a big role in what I choose to buy.

**Interviewer:** How does social media influence your perception of local versus global fashion brands?  
**Participant:** Social media is constantly introducing new trends—both global and local. I’m exposed to a mix, but I think the global brands still dominate attention. That being said, local styles do show up in interesting ways.

**Interviewer:** Can you recall an instance when social media influenced your fashion purchase?  
**Participant:** I’ve seen so many ads and videos that I eventually clicked and bought something. Sometimes, just seeing how others style it makes me want to try it too.

**Interviewer:** How has the pandemic affected your awareness of sustainability and ethical issues in fashion?  
**Participant:** During the pandemic, I started shopping more online. At the same time, I noticed how convenient online fast fashion became. That shift made me think more about the environmental and ethical costs behind it.

**Interviewer:** What drives your interest in the London fashion scene?  
**Participant:** I think it’s the creative and diverse nature of fashion in London. You find a lot of individuality in styles, and I enjoy that.

**Interviewer:** How do you think tourists influence London’s fashion retail industry?  
**Participant:** Tourists often buy items that help them feel part of the local culture or stand out while visiting. That demand impacts what retailers stock and promote.

**Interviewer:** How much do influencer marketing and social media ads affect your shopping habits?  
**Participant:** Quite a bit, honestly. If I see an outfit trending or being promoted by people I follow, I’ll probably look into it—even if I didn’t plan to shop.

**Interviewer:** Have you had any experiences providing product feedback to fashion brands?  
**Participant:** Yes. I participated in a feedback process through a suggestion box with a small business. It was good to feel involved in design decisions, even in a small way.

**Interviewer:** How do you feel when a brand replies to your comment or message on social media?  
**Participant:** That kind of interaction builds trust. It shows the brand is listening and values customers, and that makes me more inclined to shop with them again.

**Interviewer:** Do you think digital tools like VR enhance the shopping experience?  
**Participant:** Definitely. They make online shopping more realistic, and I think that helps people feel more confident about what they’re buying.

**Interviewer:** Are you influenced by brand activism or campaigns around sustainability and diversity?  
**Participant:** I support those values, but I’m not always influenced by activism campaigns. They help shape perceptions, but I don’t base every purchase on that.

**Interviewer:** What are your thoughts on sustainable materials like organic cotton?  
**Participant:** I consider it when shopping, but I’m not always strict about it. Quality and cost are big factors for me, so I try to balance those.

**Interviewer:** Do you prefer social media marketing over traditional methods like leaflets or posters?  
**Participant:** Definitely. Social media is quicker and more convenient. Traditional methods feel outdated—I prefer having everything accessible on my phone.

**Interviewer:**  
That’s the end of our interview. Thank you again for your thoughtful responses. Your input has added valuable insight into the evolving relationship between digital marketing, sustainability, and consumer decision-making in London’s fashion industry.

**Participant:**  
Thank you! It was great to be part of this research.