**Participant 7**

**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**: So from the above-listed companies, can you tell me, have you ever not heard about any of these companies, like, you know, the companies that you have not heard about from the list?

**Participant**: I've heard of all of them. I recognize all of them, yeah, perfect.

**Interviewer**: So from the above-listed companies, which of the following do you follow on social media pages, like Instagram or TikTok?

**Participant**: So, Next, I follow Primark, I follow River Island because I go there a lot. H&M, I follow, um Levi.

**Interviewer**: So among these companies, have you ever done online shopping on their website?

**Participant**: Yeah, I've done them on a few of them. Perfect.

**Interviewer**: So among those companies, which one has the best website to find things easily?

**Participant**: Out of those, I find Next easy. It's quite easy to navigate.

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

**Participant**: I have indeed. Yeah. I couldn't tell you where I've seen it. I know a lot of websites are using it nowadays and it is quite cool. It helps to visualize things.

**Interviewer**: So, in case companies start using virtual reality tools, do you think it will be more sustainable for the fashion industry?

**Participant**: I think it would help with a lot of retailers. I think it helps when you're able to look at it and you're an older person or you're able to virtually try it on. I think it definitely will help the industry with those more people shopping online. It just makes it so much easier, doesn't it?

**Interviewer**: So what is your opinion on rebranding fast-fashion brands towards sustainability?

So basically, you know, like the companies have started moving towards more environmentally friendly products. So, you know, like they are coming up with new marketing ideas of rebranding their product like go green or like something like, you know, plastic-free environment, paper-free environment. I think it's a good idea overall. I think it will help in the long run. I feel like I often take it for granted and I don't look at those sorts of labels when I do go shopping. But it's something that I do occasionally consider it depends on the sort of product I think I buy.

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

**Participant**: Help. I think that it makes it a lot more accessible for lots of people because so many people spend so much time on social media that places like when you talk about it and it pops up, I think like it's easy to look and then it often gives you like a link to a website, doesn't it? So you can kind of follow it through you see like a certain product that someone's wearing and someone links it in their description or something. I think it makes it very easy for people to navigate to a website and purchase the product that's displayed.

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

So I don't know whether it's quite a fashion but I know recently I was going through TikTok and you know how like a lot of products like pop up quite often. Well, I bought a shirt here so it's not like directly fashioned. There was a product that popped up on there and there's the TikTok there? It's so easy to look through and Instagram and Facebook are definitely on the idea they've moved in that direction.

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

**Participant**: The pandemic. So I think with the pandemic, I know a lot more people started going online and doing it a lot less than this is brought forward places like Shein like a lot of online retailers that don't have physical shops. So they're like Shein likes to sort of um boohoo os, lots of different places like that. I think people use often it more than normal high street shops. I think they're becoming less popular. And also because a lot of a lot of like online retailers that are so cheap. Absolutely.

**Interviewer**: Yeah. And do you believe that awareness will lead to a lasting shift, you know, uh shift in your or other's demand for eco-friendly and ethical fashion products? Like, you know, uh do you think, like, will this be a lasting effect like in future will this continue for a longer time being more sustainable?

**Participant**: Yeah. I think it is I don't I think like I said, people will be reluctant to change and and move in that direction. But I think there'll come a time when eventually we have to go in that direction. Like we are just ruining the planet and you hear a lot of the time about environmentally friendly things, don't you? And certain fashion products certain materials, which I think it's got to be the case like we've got to move in that direction. I think that sustainability is key and we have to take into consideration things instead of yeah.

**Interviewer**: And so what drives your interest in London-fashioned retail, especially for unique and luxury items?

**Participant**: I think social media, I think that is a big part. I think looking at like celebs and, you know, I wouldn't say I'm that good with fashion. I kind of wear what's comfortable and what I like. But I think that social media and celebrities that play. I think, you know, walking into, you always see the products that are in the current trend first. So they're usually at the forefront of the shop if you like. And I think they draw a lot of attention to them. And yeah, definitely look around a lot of the high street shops, and yeah, I've tried to stay in fashion, but I wouldn't say I'm that good.

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

**Participant**: I think so, yeah. I think that like, I know, especially what like when I go on holiday, like there's available certain products. And you see certain people wearing certain things and you think oh, that looks quite cool or that looks quite nice. And I think it does have an effect because people sort of try and blend into the environment, don't they don't necessarily wear the same things. You do sort of change your fashion style when you go to different places, I think. Absolutely.

**Interviewer**: Yeah, yep. So how much do influencer marketing and targeted ads on social media affect your purchasing decisions?

**Participant**: I think it definitely like has an effect. I think it does sort of persuade you. I wouldn't say I wear everything that they wear. I think people sort of design to themselves when they say, you know like a lot of people want to keep up with the celebs. I think that's almost impossible to do. But you know I think it has an effect because you see a lot of the like influencers and and famous people wearing nice things and you do try and like follow in their footsteps kind of thing. You do sort of they sort of lead the way profession, don't they, I think? And the trends are set by certain celebrities and certain pop stars, like that. I

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

**Participant**: Indefinitely, yeah. Without a doubt. I think a lot of people follow a lot of people on social media and a lot of brands as well like like so many brands like big name brands all have social media pages. They all have platforms where they're able to advertise new kinds of specs and new clothes, don't they? They're always advertising new bits and putting our adverts and you see them on TV you see them everywhere, don't you so I think that people that's the main way that people keep up with with what's new and what in I think I think it's easier to do it through social media than actually shopping. And have you ever, you know, like involved in any uh, you know, like feedback of stuff or like giving a vote towards uh something kind of, you know, like a customer feedback in a fashion company, like, you know, you just get into a fashion company, uh, you know, like a shop and they you purchase a dress or something, you know, a, you know, like a shirt or T-shirt.

**Interviewer**: And um have they ever given you a customer feedback form and asked for your review or like things that you like to be Have you ever participated in such thing?

**Participant**: Yeah. I think a lot of the companies assigned to do that now as well, aren't they? And they're also adding initiatives as you get entered into a competition, don't you? You can win 100 pounds if you give a review and I think that's something that a lot of retailers are cottoning on as well. I think if they add that extra initiative, people are more likely to give feedback because I think often it says on receipts and that doesn't it that you know your server with so-and-so and how did she do today but like I think if people add the initiative like entering competitions or winning money or something like that, I think that that helps, but I try and leave reviews sort of where I can. I think it is nice to know that someone's giving you a good service.

**Interviewer**: I think it helps. Other people can see that and then you on Google you go on the Internet and you can see how well retailers, can you?

**Participant**: I think so, yeah. I think that the more and more people that keep good reviews and I think word of mouth plays that big, big part. I think if you're like friends if you know people that like certain brands, I think that encourages you to stay with certain brands and shop at certain places. You often go shopping with friends there and I think if they take you to a certain shop, I think you're more likely to go there.

**Interviewer**: And how does a brand's responsiveness towards a comment, uh an inclusion of user-generated content on social media impact your perception of the brand?

**Participant**: I say it overly affects me. I think it's nice when they acknowledge their customer base. I think when companies do recognize people who shop at their shop and buy their products, but I don't think it is everything. I think you still can recognize a good place without seeing that all the time. I think you can trust the brand. He can know a brand you know.

**Interviewer**: And how does the integration of digital technology, like as we discussed in the earlier question, like virtual reality, augmented reality, or artificial intelligence enhance the shopping experience with the fashion brand?

**Participant**: I think it is a good thing. I think it's, you know, with AI and all that sort of stuff, I think it's in early stages like it's becoming more and more technical. Like we can do on our phones now, what we could three three, you know, two, three years ago. I think it is constantly updating it is in a good place right now, but I think it'll only get better and better as the years go on, I think will become easier to become better, the technical knowledge and will only get better from here on in.

**Interviewer**: And how important is it to you that the brand offers a seamless service like from online to offline shopping experience? And what effect does this have on your brand loyalty?

**Participant**: Um I think it does encourage me to go back to the same sort of shops if you know that they're good if you've had good experiences. I think you do tend to shop around because a lot of shops do offer similar products and as we said earlier that a lot of things that are in fashion are in a lot of shops. I think a lot of shops try and stay up with the latest fashion, but you know, I think I shop around. I try and stay loyal. I usually go to the same sort of shops, but I'm not opposed to looking in different places you know if other places offer the same thing, I'll usually shop around and I'm loyal to some shops, but I'm always open to you know absolutely.

**Interviewer**: So how does a fashion brand activism, uh like sustainability campaigns or diversity campaigns impact your awareness and involvement in a similar cause?

**Participant**: I wouldn't say it has a huge impact. I like to try and play my part where I can I like to try and help out among the brands and I like to try and buy good quality sustainable products when I can, but again I'm not over you know if there are other things then I do shop around I'm not you know I'm not always gonna go for that sort of thing I think ease and price so there are lots of other factors that do you do have to consider as well, I think.

**Interviewer**: So, um, you know, like just in case if a company comes up with one organic stuff, you know, which is more sustainable materials in their brand, and do you get influenced uh, you know, like in the purchasing decision and, you know, keeping in mind, you know, definitely organic materials will be uh, you know, like more expensive.

**Participant**: I think that's the big thing and I think that plays the big part with a lot of people with price. I think when it comes to quality, I think you're going to buy something that's going to last longer and that is more sustainable. I think a lot of people are open to paying a little bit more when they are better quality products and they are more sustainable. But yeah, I'm open to other places. I'm not always going to go for that I think I think there is always a lot in people where, you know, they're not always going to go for the most eco or the most the highest quality thing, I think.

**Interviewer**: So how do you think brand using uh customer insights? So as I told you like in the previous question, like, you know, the comment section, like, you know, companies taking it very seriously and you know, like giving a good quality product and making sure the product is exactly available. And through this stuff, you know, they can also reduce wastage.

**Participant**: I think some companies are better at doing it than others. I think eventually more and more companies will become more sustainable and they will participate in helping the environment, but I think people do get some companies that aren't necessarily as fast above. I think they are they turn over such a high amount of stock that they that some of it like a bit cheaper, a bit less quality, like the quality of the materials and that isn't quite there. So they definitely sell a lot of stuff, but then it doesn't necessarily last, and then that contributes to wastage as well, doesn't it have people out throwing out and getting rid of clothes, which I think is why like a lot of people like to recycle or upcycle clothes that they like to pick up the charity shops places like that. I think that that's always a good idea instead of chucking it out, isn't it?

**Interviewer**: So how do you perceive a brand that uses social media for green marketing compared to those using traditional methods?

**Participant**: I think social media and that sort of marketing plays more of a part. I mean, I will look at posters. I will look at shop windows and that while I'm out and about, but I think for the most part I don't pop into town too often. I do now and again, but I'll do most of my stuff from home and I won't pop into town unless there is something that I want so therefore social media and like Instagram online internet is much, much easier. I think it's so much more accessible and so much easier than the kind of posters and physical marketing.

**Interviewer**: Yep, so that's the end of our questionnaire, and you've been a great help.