**Participant 8**

**Interviewer:**  
Thank you for taking part in this research interview. The purpose of this study is to understand how social media marketing, sustainability messaging, and digital technologies influence consumer behavior in the London fashion industry, particularly in the post-pandemic environment. Your perspective is very much appreciated. Let’s begin.

**Interviewer:** Which brands from the provided list are you not familiar with?  
**Participant:** I know most of the brands listed. The only one I haven’t really shopped at or engaged with is Matalan.

**Interviewer:** Which brands do you follow on social media?  
**Participant:** I follow H&M, Primark, and GAP. Their updates are frequent, and I like seeing new styles and promotions on my feed.

**Interviewer:** Which brand has the most user-friendly online website in your opinion?  
**Participant:** I think H&M and Next both have really intuitive websites. They’re easy to browse, filter options are great, and checkout is smooth.

**Interviewer:** Have you come across any virtual reality tools in fashion shopping?  
**Participant:** Yes, I’ve seen VR or 3D fitting previews being used. It’s a clever way to visualize how clothes might look before buying.

**Interviewer:** How do you think virtual reality contributes to sustainability in fashion?  
**Participant:** VR helps reduce the number of returns because shoppers can see the fit or look beforehand. That saves on shipping, packaging, and unnecessary waste—definitely a sustainable step.

**Interviewer:** What is your opinion on fast-fashion brands rebranding themselves as sustainable?  
**Participant:** I think some efforts are meaningful, but I also question whether all of them are genuine. It’s easy to market sustainability without making real changes, so I try to stay informed.

**Interviewer:** How does social media affect your view of local versus global fashion brands?  
**Participant:** It’s a mix—I discover a lot of local vintage and second-hand stores on Instagram, which I like, but I also see plenty of content from global brands like H&M and Levi’s. The exposure is very balanced.

**Interviewer:** Can you recall an instance when social media influenced a fashion purchase?  
**Participant:** I remember finding a second-hand store through Instagram that had a really curated vintage section. I ended up visiting the shop and buying a few items that I wouldn't have found otherwise.

**Interviewer:** How has the pandemic changed your awareness about fashion-related environmental issues?  
**Participant:** The pandemic made me think more critically about the brands I support. Seeing how fast fashion operates and how much is bought and returned online made me reflect on sustainability a lot more.

**Interviewer:** What draws your interest in London fashion?  
**Participant:** I like that fashion in London allows for individuality. There’s a sense of boldness and experimentation here, even with mainstream brands.

**Interviewer:** What do you think about the shopping behavior of tourists in London?  
**Participant:** Tourists definitely shape what gets highlighted in stores. A lot of them head for either high-end luxury or fast fashion, depending on their budget. That demand influences retail choices.

**Interviewer:** How do influencer marketing and ads affect your purchases?  
**Participant:** I get influenced when I see repeated styles or promotions by creators I trust. It creates familiarity and often nudges me to explore the product more.

**Interviewer:** Have you ever participated in product development or feedback processes with brands?  
**Participant:** Yes, I’ve shared feedback with brands before, and even though it wasn’t always in fashion, I appreciated the chance to give input. It makes the shopping experience feel more collaborative.

**Interviewer:** How do you react when brands respond to your comments on social media?  
**Participant:** It builds a sense of trust. I feel like the brand is paying attention and values its customers. That increases my likelihood of staying loyal to them.

**Interviewer:** Do you think VR integration enhances your overall shopping experience?  
**Participant:** Absolutely. It adds interactivity and makes online shopping more personal, which is especially useful when physical store visits are limited.

**Interviewer:** Do brand campaigns around sustainability or diversity influence your behavior?  
**Participant:** Yes, when they seem authentic. I support sustainability and inclusion, so if a brand communicates that genuinely, I’m more likely to engage with them.

**Interviewer:** What are your thoughts on sustainable materials like organic cotton?  
**Participant:** If something is made from organic materials and is genuinely better for the environment, I’ll definitely consider buying it. I try to avoid synthetic fabrics when possible.

**Interviewer:** Do you prefer green marketing through social media or traditional advertising?  
**Participant:** I strongly prefer green marketing through social media. It’s easy to access everything in one place—product details, sustainability info, even customer reviews. Traditional ads just can’t offer that depth.

**Interviewer:**  
Thank you so much for sharing your experiences and opinions. Your feedback provides valuable insights into how today’s fashion consumers engage with brands, digital tools, and sustainability messages. I truly appreciate your participation in this study.

**Participant:**  
You’re welcome. I’m glad I could contribute!