**Participant 9**

**Interviewer:**  
Thank you for participating in this research interview. The study explores how social media marketing, virtual shopping technologies, and sustainability campaigns are influencing consumer behavior and brand engagement in the London fashion industry—particularly in the aftermath of the COVID-19 pandemic. Your views will help us better understand these shifts. Let’s begin.

**Interviewer:** Are there any fashion brands from the list that you're not familiar with?  
**Participant:** No, I’m familiar with all of them. I’ve either seen them online, visited their stores, or come across them through social media.

**Interviewer:** Which of these brands do you currently follow on social media?  
**Participant:** I follow H&M and GAP. I find their content quite engaging, especially when it comes to new product drops and promotions.

**Interviewer:** Which brand do you feel has the most user-friendly website?  
**Participant:** I think H&M’s site is quite easy to use. It’s clean and makes online shopping fast. I also like Levi’s for the product filters and search functions.

**Interviewer:** Have you encountered virtual reality tools in your shopping experience?  
**Participant:** Yes, I’ve seen VR and AR previews, mostly on brand websites or apps. It’s a useful way to check how something might look without physically trying it on.

**Interviewer:** In your opinion, how does VR contribute to sustainable fashion practices?  
**Participant:** It definitely helps by reducing unnecessary purchases and returns. You get a better idea of the fit and look, so there’s less waste and fewer shipments.

**Interviewer:** What is your opinion on fast fashion brands rebranding as sustainable?  
**Participant:** I support sustainability in theory, but I don’t always buy into the rebranding. Sometimes it seems performative. Price and convenience still matter to me when I shop.

**Interviewer:** How do social media platforms influence your perception of local versus global brands?  
**Participant:** I see a mix of both. Global brands like H&M and Levi’s are everywhere, but social media also helps local brands showcase unique styles. That diversity definitely shapes my shopping behavior.

**Interviewer:** Can you give an example of a time when social media influenced your purchase?  
**Participant:** Yes, I saw a short video featuring a jacket from River Island. The styling caught my attention and I ended up buying it a few days later. That’s happened a few times.

**Interviewer:** How has the pandemic affected your awareness of sustainability and environmental issues in fashion?  
**Participant:** The shift to online shopping during the pandemic made me more aware of how much packaging and returning happens. It got me thinking more about the environmental cost of convenience.

**Interviewer:** What attracts you to the London fashion retail scene?  
**Participant:** I love the variety. Whether it’s local designers or mainstream brands, London fashion feels expressive and individual. That’s what makes it stand out.

**Interviewer:** What do you think about tourist shopping behavior in London?  
**Participant:** Tourists often go for items that reflect the local culture or are trending in London. It definitely influences which products get pushed more in-store and online.

**Interviewer:** How do influencer marketing and targeted ads affect your buying decisions?  
**Participant:** Quite a bit. If I keep seeing something promoted by creators I follow, I usually end up checking it out. Repetition works.

**Interviewer:** Have you ever participated in product feedback or co-creation with fashion brands?  
**Participant:** Yes, I’ve responded to polls and suggestions on Instagram for a brand I follow. It felt good to be part of their decision-making, even if in a small way.

**Interviewer:** How do you feel when a brand responds to your social media comment?  
**Participant:** It builds credibility. If a brand is responsive, I feel they care about customers. That encourages me to keep shopping with them.

**Interviewer:** Do you think digital tools like VR enhance your shopping experience?  
**Participant:** Absolutely. It makes online shopping feel more real, especially when you can visualize outfits better before ordering.

**Interviewer:** Are you influenced by sustainability or inclusion campaigns run by brands?  
**Participant:** Yes, if it seems authentic. If the message feels genuine, I’m more likely to support and even recommend that brand to others.

**Interviewer:** What do you think about brands using sustainable materials like organic cotton?  
**Participant:** I do appreciate it, especially if it’s clearly explained and fairly priced. But it’s not the only thing I look for when making a purchase.

**Interviewer:** Do you prefer social media marketing over traditional advertising methods?  
**Participant:** Yes, definitely. Social media is more engaging and accessible. It’s interactive—you can click, explore, and shop directly. That’s way more efficient than posters or leaflets.

**Interviewer:**  
That brings us to the end of the interview. Thank you so much for your honest and thoughtful responses. Your insights are extremely valuable for understanding the evolving role of social media and sustainability in the London fashion industry.

**Participant:**  
Thank you! I enjoyed sharing my views.