**Thematic Codebook**

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| **Theme** | **Codes** | **Quotes** | **Participants** |
| **Contemporary Technology** | Code 1A: Green Marketing | “I prefer brands that use social media for green marketing, as it avoids the waste associated with physical promotional materials like paper.”  “I prefer brands that use green marketing on social media because it provides easy access to contact information and details, unlike traditional methods where materials like pamphlets can be easily lost. This accessibility influences my brand choice and loyalty.”  “I find social media marketing more impactful and accessible than traditional methods like posters, as it allows me to engage with brands conveniently from home, fitting better with my less frequent visits to physical stores.” | P3, P12, P13, P6  P1, P2, P5, P10, P8, P11, P14  P4, P7, P9 |
| Code 1B: Use of Virtual Reality | “I think it would be very useful, and I think it could be more sustainable because people can see how things might fit them before they actually go and order the things. Perfect.”  “Integrating VR in online shopping would be beneficial as it helps visualize how clothes would fit on diverse body types, enhancing the shopping experience.”  “The integration of digital technologies like VR, AR, and AI significantly enhances the shopping experience by continually improving and making interactions more intuitive and tailored over time.”  “Virtual reality lets you see how clothes look on you before purchase, reducing waste from returns of items that don't meet expectations.” | P1, P2, P5, P10, P11, P14  P3, P8,  P4, P6, P7, P9  P12, P13 |
| **Sustainability and Eco – Friendly practices** | Code 2A: Sustainable Rebranding | “I view the sustainability rebranding of fast-fashion brands positively. While I don’t always prioritize eco-friendly labels during shopping, I believe such efforts are beneficial in the long run and worth considering depending on the product.”  “I find some fashion brands' sustainability rebranding disingenuous, often resembling greenwashing rather than genuine efforts to be eco-friendly.”  “Fashion brand activism, like sustainability and diversity campaigns, moderately influences my involvement in such causes. While I support and purchase sustainable products, other factors like price and convenience also play significant roles in my shopping decisions.” | P3, P9, P12, P13  P1, P2, P5, P11, P14  P4, P6, P7, P9, P12, P13, P8, P10 |
| Code 2B: Sustainable Fashion Products | “Using organic cotton is environmentally friendly as it degrades more easily than non-organic materials, so I would go for it”  “If it's really organic cotton or other material, I will be much more likely to buy it. And I do try to stay away from too many synthetic fabrics.”  “I'm influenced by the availability of organic, sustainable materials in products, though the higher cost is a significant factor. While I value quality and sustainability and am willing to pay more for these features, I also consider other factors and alternatives, not strictly opting for the most eco-friendly option.” | P1, P2, P5, P10  P3, P8, P10  P4, P6, P7, P9, P12, P13, P11, P14 |
| Code 2C: Awareness on environmental issues | “The pandemic increased my online shopping, making me more aware of sustainability issues due to the ease of returns, a trend likely echoed by others.”  “The pandemic has heightened my awareness of the poor conditions often associated with fast fashion production, particularly in large brands.”  “The pandemic increased online shopping, highlighting the rise of online retailers like Shein and Boohoo, and reducing the popularity of traditional high street shops due to the convenience and lower costs of online options.” | P1, P2, P14  P3, P8, P11  P4, P6, P7, P9, P12, P13, P5, P10 |
| **Social Media Influence** | Code 3A: Purchase Decision on Local and global fashion | “Social media heavily influences purchasing decisions, highlighting global trends from brands like H&M and Levi's. Meanwhile, local brands like River Island showcase more region-specific trends, which can also shape consumer preferences effectively.”  “Social media led me to discover a local second hand store in London with a curated vintage selection, prompting me to visit and shop there.”  “Social media influences my preference for brands like H&M and Levi's, which offer globally trending styles over locally focused ones.” | P5, P10, P3, P7, P9  P1, P2, P8, P11, P4, P6  P12, P13, P14 |
| Code 3B: Social Media Influence on Local and global fashion | “Instagram and TikTok help me discover local shops and second hand stores, enhancing my interest in them, though I also encounter many ads from larger global brands.”  “The attention economy greatly influences consumer behavior towards fashion brands, as people are continuously exposed to new trends and products on social media, encouraging constant purchasing.”  “Social media platforms like Instagram and TikTok significantly enhance accessibility to both local and global fashion brands by providing direct links to products, making it easy for users to navigate and purchase items seen in posts.” | P1, P2, P8  P5, P10, P3, P7, P9, P11, P4, P6  P12, P13, P14 |
| **Internal Drivers** | Code 4A: Shopping Behaviour of Tourists | “Tourists in the London often buy locally popular items like those from River Island as souvenirs, which subtly boosts local brands.”  “Tourist shopping behavior impacts London retail landscape, with wealthier tourists favoring luxury stores and those with tighter budgets opting for fast fashion outlets like Primark to get more for less.”  “Tourist shopping behavior significantly impacts London fashion retail landscape as tourists often purchase items that help them blend into the local environment or stand out, influencing trends and local buying patterns.” | P1, P2, P5, P10, P12, P13  P3, P8, P11, P14  P4, P6, P7, P9 |
| Code 4B: Consumers in Product Development | “I've given feedback on products a couple of times, not specifically in fashion, and found it effective because it offers real-time audience insights.”  “A brand's quick response to social media comments makes them seem more reliable and customer-friendly, encouraging more purchases.”  “I've engaged with a small business that solicited feedback through polls and a suggestion box, allowing me to share my opinions on design choices.” | P1, P2, P5, P10, P8, P11  P3, P14  P4, P6, P7, P9, P12, P13 |
| **Brand Awareness** | Code 5A: Familiar brand | “H&M, Levi's, JD, Primark, and River Island”  “All the companies above are familiar except Matalan”  “All the companies are familiar” | P1, P2, P5, P10  P3, P8, P11, P14  P4, P6, P7, P9, P12, P13 |
| Code 5B: Following on social media | “H&M, Levi's, JD, Next, and Primark”  “H&M, Primark, and Gap”  “NEXT, and H&M” | P1, P2, P5, P10  P3, P8, P11, P14, P7, P9  P4, P6, P12, P13 |
| Code 5C: User-friendly Website | “H&M, Next”  “H&M”  “NEXT, and Levi’s.” | P1, P2, P5, P10 P3, P8, P11, P14  P7, P9  P4, P6, P12, P13 |